

# California Department of Public Health Nutrition Education Obesity Prevention Branch 2014 Project Directory





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California Department of Public Health



EDMUND G. BROWN JR.  
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November 26, 2013

TO: *NUTRITION EDUCATION AND OBESITY PREVENTION BRANCH  
(NEOPB) PARTNERS*

SUBJECT: 2014 PROJECT DIRECTORY

The Nutrition Education and Obesity Prevention Branch (*NEOP*) is pleased to bring you the 2013-2014 Project Directory. This Directory introduces the work of all *NEOP*-funded programs. They promote eating more fruits and vegetables, being physically active every day, and—for those who are eligible—participating in nutrition assistance programs like CalFresh. The statewide, regional, and local programs do this through educating consumers in ways that engage them and help foster environments conducive to these healthy behaviors.

*NEOP* partners use social marketing techniques to reach large numbers of people. The *NEOP*'s definition of social marketing is very pragmatic: it is the application of the commercial marketing mix of advertising, public relations, promotion, and personal sales (education) combined with public health techniques of consumer engagement, community development, public/private partnerships, media advocacy, and policy, systems, and environmental change. The *NEOP* goals are to increase rates of healthy eating and physical activity among low-income parents and children and to work with others to promote food security. In addition, program activities described in the Directory reflect efforts to make change at five levels of social influence: Statewide; Community; Organizational/Institutional; Interpersonal; and Individual.

Projects included in this Directory are Training Resource Centers, Local Health Department Lead Agencies, Local Food and Nutrition Education Projects, and other statewide leadership projects.

The project summaries are listed alphabetically within each of the 7 *Training Resource Centers (TRCs)*. The statewide projects are in a separate section at the end of the Directory. Contact information is included in each entry. Indices organized

alphabetically across regions, by county, and by contract type are included to aid you in finding a specific project or group of projects. We hope you will find the Directory a useful tool in strengthening collaboration and networking with new partners in your region.

We continue to be encouraged by the strong, ever-expanding, and committed partnerships that are emerging to promote healthy lifestyles and eliminate diet-and physical-activity-related health disparities in California communities. We thank our partners for their dedication to this important and urgent call to increase fruit and vegetable consumption, daily physical activity, and food security to promote good health, prevent obesity and related health disparities, and otherwise realize the potential of low-income families.

Our entire State team gratefully acknowledges all our local partners, the United States Department of Agriculture Supplemental Nutrition Assistance Program as the source of *NEOP* federal funding, the assistance of the California Department of Social Services our principal partner among state agencies, and the collaboration with other Implementing Agencies, UC CalFresh, California Department of Food and Agriculture, California Department of Aging.

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**I.**

*Nutrition Education and Obesity Prevention  
Branch (NEOP)*

# **State Summary**



*California Department of Public Health  
Nutrition Education and Obesity Prevention Branch*



**MISSION:**

The mission of the *Nutrition Education and Obesity Prevention Branch (NEOP)* is to foster and support collaborative partnerships that engage low-income and other Californians to increase their access to and consumption of healthy foods and beverages, decrease their access to and consumption of unhealthy foods and beverages, and to increase physical activity opportunities through evidence-informed, innovative public health approaches with the goal of preventing obesity and other diet-related chronic diseases

**PROGRAMS AT A GLANCE:**

**California Obesity Prevention Program (COPP)**

COPP is responsible for implementing the California Obesity Prevention Plan (Obesity Plan). The Obesity Plan is a call to action for stakeholders from all the identified sectors—State, Local, and Tribal Governments; Employers; Health Care; Families; Community Organizations; Schools; Child Care; Food and Beverage Industry; and Entertainment and Professional Sports—to work together to improve the health of all Californians. In addition, the Obesity Plan emphasizes addressing the Center for Disease Control and Prevention’s (CDC) six identified target areas: increasing fruit and vegetable consumption, physical activity, and breastfeeding, while decreasing consumption of energy dense foods, sugar sweetened beverages, and television viewing (screen time). The Obesity Plan serves as CDPH’s foundation document for obesity prevention efforts in the state.

***NEOP SNAP-Ed***

The goal of the California *NEOP SNAP-Ed* Program is to improve the likelihood that person’s eligible for SNAP make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and USDA food guidance.

USDA requires that *NEOP SNAP-Ed* programs and funding be targeted to low-income families and those with similar low-incomes, and with other households with income at or below 185 percent of the federal poverty level in approved census tract locations and other local sites.

**California Project LEAN (CPL)**

CPL is the brand name for a conglomeration of programs that advance nutrition and physical activity policy in schools and communities in order to prevent obesity and its associated chronic diseases. Efforts center around youth and parent empowerment approaches, policy and

environmental change strategies, and community-based solutions that improve nutrition and physical activity environments.

### **School Health Connections (SHC)**

SHC seeks to improve student health and academic achievement by providing professional development, technical assistance, communications, educational and policy resources, and participation in collaborative efforts with partners to support integration of state-of-the-art health measures within school districts and their affiliated school sites. These health elements include health education; physical education; nutrition services; health services; a healthy school environment; family and community involvement; staff health promotion; and counseling, psychological, and social services.

### **PARTNERS**

*NEOP* programs work across all sectors – government, schools, community, worksites, health care – and partner with business, private non-profit and public organizations and agencies at the community, state, and national levels to advance efforts to make active living and healthy eating the easy choice in California’s communities, schools and work places.

### **FOUNDATIONAL DOCUMENTS**

- California Obesity Prevention Plan (COPP) (2010)
- Nutrition Education and Obesity Prevention Three-Year Implementation Plan (2011)
- Health In ALL Policies (HiAP) Report (2012)
- Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation. Institutes of Medicine – (2012)
- U.S. Department of Agriculture, Food and Nutrition Service, Supplemental Nutrition Assistance Program Education Guidance

### **WEBSITES**

- [www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net)
- [www.cachampionsforchange.net](http://www.cachampionsforchange.net)
- [www.CaliforniaProjectLEAN.org](http://www.CaliforniaProjectLEAN.org)
- <http://www.cdph.ca.gov/programs/COPP/Pages/default.aspx>
- <http://cdph.ca.gov/schoolhealth>

### **CONTACT US**

California Department of Public Health Nutrition Education and Obesity Prevention (*NEOP*) Branch  
Phone: 916-449-5400.



## **II.**

# *Training Resource Center Map*

# Training Resource Center Map





**III.**  
*Training Resource Center  
Summary*

# *Training Resource Center Summary*

The 7 *Training Resource Centers (TRCs)* are a critical part of the *NEOP* infrastructure for creating a coordinated, statewide movement for healthy change with and for Supplemental Nutrition Assistance Program Education (SNAP-Ed) eligible Californians. The three key components and objectives of the *TRCs* are as follows:

**Maximizing Local Impact - Local Health Department Training and Technical Assistance:** Provide training and technical assistance to Local Health Departments (LHDs) in the service area to promote the delivery of the SNAP-Ed Program. The *TRC* will work with *NEOP* survey data to create a calendar of training and technical assistance opportunities for LHDs in the service area and customize the webinars, training and materials that correlate with identified needs.

**Collaborating for Action - Multi-County Coalitions for Community Engagement:** Convene one or more multi-county coalitions within the service area to actively identify, engage, recruit and sustain working relationships with other governmental and non-governmental entities to exchange information, share best practices, extend mutual support, and explore mutual interventions and cooperative efforts to provide nutrition education and obesity prevention services and identify and create policy systems and environmental strategies for the Multi-County Coalitions as authorized by SNAP-Ed and the State Plan.

The *TRC* brings together intermediaries, partners, stakeholders, and non-traditional partners. An overarching priority is to help local organizations and stakeholders, including non-traditional partners, coordinate nutrition education initiatives that cut across traditional political, geographic, and organizational jurisdictions to foster healthy changes for eligible low-income Californians.

**Objective 3 - Media Coordination:** Assist CDPH NEOP Media Unit with the coordination of media/public relations campaigns and public service announcements conducted by CDPH and LHDs in the service area as permitted under SNAP-Ed and the State Plan. The *TRC* will help create and implement a multi-county Media and Public Relations Plan to maximize support and public exposure of issues affecting nutrition, healthy beverages, and physical activity promotion among the SNAP-Ed audience.



**IV.**  
*Projects by Training  
Resource Center*

# North Coast and Cascades Center

*Butte • Colusa • Del Norte • Glenn • Humboldt • Lake • Lassen  
Mendocino • Modoc • Plumas • Sierra • Siskiyou • Shasta  
Tehama • Trinity*

<p><b><i>Training Resource Center</i></b></p> <p>Ms. Cindy Wolff, MPA, PhD, RD Executive Director, Center for Nutrition and Activity Promotion The CSU, Chico Research Foundation 400 West 1<sup>st</sup> Street Chico, CA 95929-0235</p> <p>Phone: (530) 898-5288 Fax: (530) 898-5382 <a href="mailto:cwolff@csuchico.edu">cwolff@csuchico.edu</a></p>	
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## **Project Coordinator**

[Name]  
[Department]  
Phone:  
Fax:  
Email:

## **Collaborative Coordinator**

[Name]  
[Department]  
Phone:  
Fax:  
Email:

## **Media Coordinator**

[Name]  
[Department]  
Phone:  
Fax:  
Email:

## **Training Coordinator**

[Name]  
[Department]  
Phone:  
Fax:  
Email:

# Butte County Health Department

*"Our mission is to protect the public through promoting individual, community and environmental health."*

**Website:**

<http://www.buttecounty.net/publichealth/>

**Ms. Aimee Duval-Critser**

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**Butte County Demographics**

Total Population: 221,539  
SNAP-Ed Population: 83,766  
Population below FPL: 19.8%

Population by Ethnicity

White	74.4%
Black/African American	1.7%
American Indian/Alaskan Native	2.4%
Asian	4.4%
Hispanic/Latino	14.8%
Other	2.2%

**Total LHD Funding Amount:** \$697,983

**Target Unduplicated Reach:** 3,100

**Intervention Channels:**

Food Banks, Head Start Programs, Shelters, WIC Programs

**Narrative Summary:**

Butte County Public Health Department (BCPHD) will empower and enable the target population to select healthy food and beverages and to increase physical activity through nutrition education classes, social marketing tools, and changing environmental supports. The target population includes those receiving CalFresh and individuals and families up to 185% Federal Poverty Level (FPL). Beginning in FY2013, BCPHD will provide individual and multi-level comprehensive approaches to nutrition education and obesity prevention at Means Tested Low Income Assistance Programs by integrating all levels of the Social-Ecological Model when designing, implementing, and evaluating interventions.

BCPHD's comprehensive SNAP-Ed Program will reach at least 3,100 unduplicated individuals within the first year through Objectives 1-3 and Objectives 5-10, which include: Infrastructure; County Nutrition Action Plan; *CX<sup>3</sup>* Assessment, Community Engagement; Nutrition Education; Events and Media; *Rethink Your Drink*; Evaluation; and Peer to Peer Education. In the following years, BCPHD will reach up to 5,100 unduplicated participants by building off the previous SOW to include Objective numbers 4, 11, 12, 13 and 16: *CX<sup>3</sup>* Implementation; Impact Outcome Evaluation; School/Afterschool; Youth Engagement and Early-Childhood Care and Education.

In order to achieve all Objectives in the Scope of Work, BCPHD will allocate at least 30% of funds to sub-grantees by FY2014.

# County of Del Norte Department of Health and Human Services

*"The County of Del Norte Department of Health and Human Services is designed to promote good health in individuals, families and the community"*

## Del Norte County Demographics

Total Population: 28,290  
 SNAP-Ed Population: 9,818  
 Population below FPL: 21.2%

**Website:** <http://www.co.del-norte.ca.us/departments/health-human-services>

### Population by Ethnicity

White	63.8%
Black/African American	3.8%
American Indian/Alaskan Native	8.8%
Asian	3.5%
Hispanic/Latino	18.8%
Other	1.3%

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**Total LHD Funding Amount:** \$125,473

**Target Unduplicated Reach:** 1,250

### Intervention Channels:

Adult Education and Job Training Sites, CalFresh Offices, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Public/Community Health Centers, WIC Programs

### Narrative Summary:

One of the main objectives of Del Norte is to increase consumption and access to healthy foods-fruit and vegetables. Based on the survey, "Del Norte County A Look at Childhood Obesity, 2013" from California Center for Rural Research and Policy report, between 2011-12 and 2012-13 kindergarten students showed a dramatic increase in the percent of students who are overweight or obese (increased from 30% to 45% and is statistically significant). Del Norte will focus on preschool students and their parents by providing direct nutrition education to the students and nutrition workshops to the parents to mitigate the obesity epidemic among the young children. Children aged under 5 with their parents will be one of the main target population groups that Del Norte will focus on and measure the outcome.

Another main objective is to increase physical activity and decrease sedentary behavior. Based on "Del Norte County Safe Routes to School Research and Policy Report, 2012-2013", in Del Norte County nearly half of the students are overweight or obese and less than ¼ of the students are meeting the physical activity recommendations. Safe Routes to School (SRTS) is a way to create environment, policy, and behavioral changes to increase physical activity, decrease obesity, and promote the health of both children and adults. Del Norte will support and promote SRTS program to achieve this objective.

# Humboldt County Department of Health and Human Services

*"The mission of Humboldt County Department of Health and Human Services is to reduce poverty and connect people and communities to opportunities for health and wellness."*

## Humboldt County Demographics

Total Population: 134,827  
 SNAP-Ed Population: 48,085  
 Population below FPL: 18.4%

**Website:** <http://co.humboldt.ca.us/hhs/>

**MS. Kelly Kyle**  
 Health Education Specialist  
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## Population by Ethnicity

White	76.5%
Black/African American	1.3%
American Indian/Alaskan Native	6.2%
Asian	2.5%
Hispanic/Latino	10.3%
Other	3.2%

**Total LHD Funding Amount:** \$528,458

**Target Unduplicated Reach:** 5,100

### Intervention Channels:

Adult Education & Job Training Sites, CalFresh Offices, Churches, Community Centers, Community Gardens, Elderly Services Centers, Extensions Offices, Family Resource Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters, TANF Job Readiness Program, WIC Programs, Youth Education Sites

### Narrative Summary:

Humboldt County DHHS will focus on 4 objectives outlined in the Scope of Work for Public Health Departments for FFY 14. Staff will implement a comprehensive nutrition program to increase fruit and vegetable consumption among the SNAP-Ed eligible population. Interventions will also include increasing access to physical activity and strengthened environmental supports in qualifying census tracts. Staff will implement policy, systems and environmental change processes in two income-eligible intervention sites. The interventions will include an evaluation to measure increased access to health food and beverages. Staff will attend development trainings and NEOP sponsored events. Humboldt County DHHS will continue to build on work that CNAP started in 2007. CNAP will promote increased county access to fresh fruits and vegetables and the Rethink your Drink campaign at special events such as Food Day, The Fruit and Veggie Fest and a Rethink your Drink Kick-off event at the Farmers Market. NEOP staff will offer, promote and conduct several series of nutrition education classes for SNAP-Ed eligible clients. Cooking demonstrations and food tastings will be offered on a monthly basis at the CalFresh office, the food bank-produce distribution days, and at food pantries in outlying areas. Staff will continue to provide technical assistance to three *CX*<sup>2</sup> neighborhoods and offer technical support and education to increase access to healthy foods, beverages and physical activity.

## Lake County Public Health Department

*"The Lake County Public Health Division is here to promote healthful lifestyles and to maximize the health of our entire community."*

**Website:** <http://health.co.lake.ca.us/>

### MS. Denise Pomeroy

Health Services Administrative Manager  
922 Bevins Court  
Lakeport, CA 95453  
Phone: (707) 263-1090

[Denise.Pomeroy@lakecountyca.gov](mailto:Denise.Pomeroy@lakecountyca.gov)

### Lake County Demographics

Total Population:	63,983
SNAP-Ed Population:	30,937
Population below FPL:	21.4%

### Population by Ethnicity

White	73.4%
Black/African American	2.0%
American Indian/Alaskan Native	4.1%
Asian	1.3%
Hispanic/Latino	18.0%
Other	1.2%

**Total LHD Funding Amount:** \$200,000

**Target Unduplicated Reach:** 2,000

### Intervention Channels:

CalFresh Offices, Churches, Elderly Service Centers, Emergency Food Assistance Sites, Fairs and Festivals, Farmers Markets, Food Stores, Head Start Programs, Libraries, Public/Community Health Centers, Migrant Education, Schools, WIC Programs

### Narrative Summary:

The health department (LHD) provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in Lake County. The LHD will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access to less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

The LHD will be responsible to: 1) conduct 2 - 5 series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 4) conduct community engagement events in order to establish consensus on community priority issues directly related to the CX3 or other community assessments or reassessments in eligible neighborhoods; 5) conduct community events reaching SNAP-Ed eligible individuals or groups; 6) conduct training(s) of service providers including representatives of peer-to-peer ("Champions") of SNAP-Ed-eligible families, youth and community groups in SNAP-Ed-eligible venues/census tracts; 7) select and implement allowable evidence-based strategies from approved NEOP Policy, Systems and Environmental Change Matrix and 8) establish coalitions and partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.

# Mendocino County Health & Human Services Agency Community Health Services

*"In partnership with the community, the Health and Human Services Agency will support and empower families and individuals to live healthy, safe, and sustainable lives in healthy environments, through advocacy, services and policy development."*

## Mendocino County Demographics

Total Population: 87,428  
SNAP-Ed Population: 37,392  
Population below FPL: 17.8%

### Website:

<http://www.co.mendocino.ca.us/hhsa/>

### Population by Ethnicity

White	67.6%
Black/African American	0.9%
American Indian/Alaskan Native	6.3%
Asian	1.9%
Hispanic/Latino	23.0%
Other	0.3%

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**Total LHD Funding Amount:** \$300,000

**Target Unduplicated Reach:** 1,662

### Intervention Channels:

Alcohol and Other Drug Programs, Behavioral Health Programs, Commodity Food Distribution Centers, Community Centers, Family Resource Centers, Food Banks, Schools, WIC Programs

### Narrative Summary:

Mendocino County Public Health Services and Mendocino County Social Services collaborate to improve community nutrition knowledge by delivering nutrition education with environmental supports to vulnerable population groups. Key activities for this program include implementation of the County Nutrition Action Plan, working with local USDA Food Nutrition Service funded programs as well as other critical stakeholders such as Family Resource Centers throughout the County, the Mendocino County Food Policy Council and the ACHIEVE Coalition. The program will include promotion to community members, community educational classes, nutrition education at community events, unpaid media events to promote healthy food choices including the *Rethink Your Drink Campaign*, and emphasis on increasing healthy food choices-throughout the county. Youth will be engaged at four sites to improve their neighborhood food environment through the *CX<sup>2</sup>* process.

# Plumas County Public Health Agency

*"The mission of Plumas County Public Health Agency is to promote individual and community health through effective and respectful services, planning and policy."*

**Website:**

<http://www.countyofplumas.com/index.aspx?NID=91>

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## Plumas County Demographics

Total Population: 19,399  
 SNAP-Ed Population: 9,434  
 Population below FPL: 13.5%

### Population by Ethnicity

White	84.5%
Black/African American	1.0%
American Indian/Alaskan Native	3.0%
Asian	1.0%
Hispanic/Latino	8.2%
Other	2.3%

**Total LHD Funding Amount:** \$254,130

**Target Unduplicated Reach:** 2,540

**Intervention Channels:**

Community Centers, Elderly Service Centers, Family Resource Centers, Food Stores, Head Start Programs, Public/Community Health Centers, MediCal, Public Housing, Schools, WIC Programs

**Narrative Summary:**

The local health department (LHD) provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in Plumas, Lassen and Modoc counties. The LHD in each of these counties will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

The LHDs will be responsible to: 1) conduct 2 - 5 series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) conduct a Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>) or other community assessment in SNAP-Ed eligible low-income neighborhoods and share results with various local stakeholders, community members and community organizations; 4) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 5) conduct community engagement events in order to establish consensus on community priority issues directly related to the CX<sup>3</sup> or other community assessments or reassessments in eligible neighborhoods; 6) conduct community events reaching SNAP-Ed eligible individuals or groups; 7) conduct training(s) of service providers including representatives of peer-to-peer ("Champions") of SNAP-Ed-eligible families, youth and community groups in SNAP-Ed-eligible venues/census tracts; 8) select and implement allowable evidence-based strategies from approved NEOP Policy, Systems and Environmental Change Matrix and 9) establish coalitions and partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.

# Shasta County Health and Human Services Agency Public Health Branch

*"Shasta County Health and Human Services Agency promotes nutrition and physical activity, healthy aging, worksite wellness and healthy communities."*

## Shasta County Demographics

Total Population: 178,586  
SNAP-Ed Population: 65,275  
Population below FPL: 17.2%

**Website:**

[http://www.co.shasta.ca.us/index/hhsa\\_index/Public\\_health.aspx](http://www.co.shasta.ca.us/index/hhsa_index/Public_health.aspx)

### Population by Ethnicity

**Ms. Shauna Stratton**  
Supervising Community Education Specialist  
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[sstratton@co.shasta.ca.us](mailto:sstratton@co.shasta.ca.us)

White	81.8%
Black/African American	1.0%
American Indian/Alaskan Native	3.1%
Asian	2.7%
Hispanic/Latino	8.9%
Other	2.5%

**Total LHD Funding Amount:** \$809,241

**Target Unduplicated Reach:** 35,109

**Intervention Channels:**

Adult Education & Job Training Sites, Adult Rehabilitation Centers, CalFresh Offices, Churches, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters, Youth Education Sites

**Narrative Summary:**

The Shasta County Public Health Department's Healthy Communities Division conducts activities that encourage Supplemental Nutrition Assistance Program eligible residents to eat the recommended amounts of fruits and vegetables and get at least 30-60 minutes of physical activity most days. This goal is achieved through training and education, distribution of nutrition education and physical activity promotion materials. Education, trainings, and technical assistance that incorporate nutrition education and physical activity promotion are provided to community organizations and schools serving the eligible population. Nutrition education efforts are also promoted within local restaurants through the continuation of *CX*<sup>2</sup> efforts and the promotion of healthy kid choices as menu alternatives. The unique aspects of the program are possible because of collaboration with other Shasta County Health and Human Services Agency staff and programs, Healthy Shasta, the Shasta County Office of Education, the UC-CalFresh Cooperative Extension, the Sierra-Cascade Regional *Network* Collaborative, the Supplemental Nutrition Assistance Program (SNAP)/CalFresh, the Regional *Power Play!* coordinator, and other local coalitions.

# Siskiyou Public Health Services and Community Development

*"Public Health Nursing and Environmental Health staff are committed to the protection, preservation and improvement of the public health and environmental conditions of our community. By working cooperatively, these divisions prevent disease outbreaks, monitor the community's health and promote healthy behaviors."*

## Website:

<http://www.co.siskiyou.ca.us/PHS/phs.aspx>

### Ms. Blair Loftus

Project Director  
810 S. Main Street  
Yreka, CA 96097-3321

Phone: (530) 841-2121  
Fax: (530) 841-0424

[bloftus@co.siskiyou.ca.us](mailto:bloftus@co.siskiyou.ca.us)

## Siskiyou County Demographics

Total Population: 44,154  
SNAP-Ed Population: 19,782  
Population below FPL: 18.4%

### Population by Ethnicity

White	78.6%
Black/African American	1.5%
American Indian/Alaskan Native	4.5%
Asian	1.3%
Hispanic/Latino	11.1%
Other	3.0%

**Total LHD Funding Amount:** \$209,547

**Target Unduplicated Reach:** 2,000

## Intervention Channels:

CalFresh Offices, Commodity Foods Distribution Sites, Family Resource Centers, Emergency Food Assistance Sites, Farmers Markets, Food Stores, Head Start Programs, Other Youth Education Sites, Public/Community Health Centers, Schools, WIC Programs

## Narrative Summary:

The local health department (LHD) provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in Siskiyou County. The LHD will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

The LHD will be responsible to: 1) conduct 2 - 5 series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) conduct a community assessment in SNAP-Ed eligible populations within the community and report findings and develop a strategic plan for achieving identified changes; 4) conduct community events reaching SNAP-Ed eligible individuals or groups; 5) conduct training(s) of service providers which could include representatives of peer-to-peer ("Champions") of SNAP-Ed-eligible families, youth and community groups in SNAP-Ed-eligible venues/census tracts; 6) continue CNAP group and enhance

partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population; and 7) coordinate local media activities to highlight nutrition and physical activity events.

# Tehama County Health Services Agency, Public Health Division

*"The Tehama County Health Services Agency is committed to a healthy community through the use of health education, prevention, assessment, early intervention, and treatment with follow-up when necessary."*

## Tehama County Demographics

Total Population: 63,406  
 SNAP-Ed Population: 25,864  
 Population below FPL: 20.6%

### Website:

<http://www.tehamacohealthservices.net/>

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### Population by Ethnicity

White	71.0%
Black/African American	0.8%
American Indian/Alaskan Native	3.3%
Asian	1.2%
Hispanic/Latino	22.9%
Other	0.8%

**Total LHD Funding Amount:** \$240,000

**Target Unduplicated Reach:** 2,000

### Intervention Channels:

CalFresh Offices, Churches, Community Centers, Farmers Markets, First 5 Family Resource Centers, Food Banks, Head Start Programs, Libraries, Northern Valley Catholic Social Services, Public/Community Health Centers, Schools, Shelters, WIC Programs, Youth Education Sites

### Narrative Summary:

Tehama County Health Services Agency (TCHSA) provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in Tehama County. TCHSA will promote the 2010 Dietary Guidelines to increase consumption of and access to healthy foods and beverages, decrease consumption of unhealthy foods and beverages, and increase opportunities for physical activity among the SNAP-Ed eligible population. TCHSA will be responsible to: 1) Conduct nutrition education classes/workshops for SNAP-Ed eligible individuals in the community; 2) Conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) Share Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>) assessment results with various local stakeholders, community members, and community organizations. Implement allowable nutrition education interventions and obesity prevention strategies in at least 50% of assessed neighborhoods; 4) Coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 5) Conduct community engagement events in order to establish consensus on community priority

issues directly related to the CX3 or other community assessments or reassessments in eligible neighborhoods; 6) Conduct community events reaching SNAP-Ed eligible individuals or groups; 7) Conduct training(s) of service providers including representatives of peer-to-peer (“Champions”) of SNAP-Ed-eligible families, youth and community groups in SNAP-Ed-eligible venues/census tracts; 8) Select and implement allowable evidence-based strategies from approved NEOP Policy, Systems and Environmental Change Matrix and 9) Work with partners to address community-specific consensus issues/initiatives impacting the SNAP-Ed population.

# San Francisco Bay Area Center

*Alameda • Berkeley • Contra Costa • Marin • Napa • San Francisco  
San Mateo • Santa Clara • Solano • Sonoma*

<p><i>Training Resource Center</i></p> <p><b>Public Health Institute</b> 555 12<sup>th</sup> Street, 10<sup>th</sup> Floor Oakland, California 94607-4046</p>	
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## **Project Coordinator**

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## **Collaborative Coordinator**

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## **Media Coordinator**

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Fax:  
Email:

## **Training Coordinator**

[Name]  
[Department]  
Phone:  
Fax:  
Email:

# Alameda County Health Care Services Agency

*"Our mission is to provide fully integrated health care services through a comprehensive network of public and private partnerships that ensure optimal health and well-being and respect the diversity of all residents."*

## Alameda County Demographics

Total Population: 1,554,720  
 SNAP-Ed Population: 366,060  
 Population below FPL: 11.8%

**Website:** <http://www.acgov.org/health/>

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## Population by Ethnicity

White	33.5%
Black/African American	12.8%
American Indian/Alaskan Native	1.2%
Asian	27.6%
Hispanic/Latino	22.7%
Other	2.2%

**Total LHD Funding Amount:** \$3,773,825

**Target Unduplicated Reach:** 40,100

### Intervention Channels:

CalFresh Offices, Churches, Community-Based Organizations, Elderly Services Centers, Food Banks, Head Start Programs, Public/Community Health Centers, Schools, School District Office, Shelters, WIC Offices

### Narrative Summary:

Alameda County Nutrition Services (ACNS) delivers a comprehensive nutrition education/health promotion initiative comprised of nutrition education, social marketing, community capacity building, and environmental supports with the goal of improving the nutrition and physical activity levels of SNAP eligible residents of Alameda County. The population is reached through multiple partnerships with schools, early childhood sites, retail stores, faith institutions, health care facilities, community residents (peer educators) and community based organizations. Activities are grounded in primary research with the target audience. The school campaign includes school wide interventions, classroom learning, curriculum integration, Harvest of the Month, cooking classes, cafeteria connections and training for food service, school nursing, and after school staff. Direct education includes Cooking for Health - our cooking class series and our Community Health Champions peer education program. In partnership with community members ACNS conducts CX3 neighborhood assessments and leads the group through an issue identification and action plan. Lastly, ACNS plays a leadership role in the convening of key partners through the County Nutrition Action Partners (CNAP), expanding members beyond the federal nutrition programs to include subcontractors and other local partners and external stakeholders.

# City of Berkeley Department of Health Services

*"Our mission is to improve the quality of life for individuals and families in the City of Berkeley through innovative policies, effective services and strong community partnerships."*

## City of Berkeley Demographics

Total Population:	115,403
SNAP-Ed Population:	34,475
Population below FPL:	18.3%

**Website:** <http://www.ci.berkeley.ca.us/dhs/>

## Population by Ethnicity

White	54.7%
Black/African American	10.0%
American Indian/Alaskan Native	0.4%
Asian	19.3%
Hispanic/Latino	10.8%
Other	4.8%

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**Total LHD Funding Amount:** \$300,000

**Target Unduplicated Reach:** 3,000

### Intervention Channels:

Churches, Community Centers, Farmers Markets, Head Start Programs, Public/Community Health Centers, Schools, Shelters, WIC Programs, Youth Education Sites

### Narrative Summary:

The City of Berkeley Department of Health, Housing and Community Services will address the striking health inequities based on race/ethnicity and socioeconomic status that are present in the health of Berkeley residents. SNAP-Ed messages on increasing fruit and vegetable consumption, improving knowledge and skills around healthy eating, and promoting physical activity will be reinforced through strategies that reach a broad spectrum of the SNAP-eligible populations. The majority of the activities will be conducted at Head Start sites, a middle school (Longfellow), a high school (Berkeley High), and proxy sites such as transitional housing/shelters and the Black Infant Health Program. Activities include: 1) nutrition education workshops for staff, youth, and parents/caregivers; 2) peer education training for youth; 3) nutrition education at community venues such as ethnic/cultural events, farmers' markets, organized neighborhood gatherings, and school events; 4) demonstrations and education to parents and community members. Educational activities are provided through programs at SNAP-eligible locations, such as summer recreation and literacy programs for youth, job training programs, and community clinics. The City of Berkeley Department of Health Services also implements the Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3), a pre-program tool, by evaluating neighborhood nutrition indicators and assets.

# Contra Costa County Health Services Department

*“Contra Costa Health Services is a comprehensive county health system that cares for and improves the health of all people in Contra Costa County with special attention to those who are most vulnerable to health problems.”*

## Contra Costa County Demographics

Total Population: 1,079,597  
 SNAP-Ed Population: 219,462  
 Population below FPL : 9.9%

### Population by Ethnicity

White	46.8%
Black/African American	9.6%
American Indian/Alaskan Native	1.0%
Asian	15.6%
Hispanic/Latino	24.8%
Other	2.2%

**Website:** <http://www.cchealth.org>

**Ms. Cedrita Clairborne**

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**Total LHD Funding Amount:** \$1,211,687

**Target Unduplicated Reach:** 12,117

**Intervention Channels:**

Adult Education & Job Training, Adult Rehab Centers, CalFresh Offices, Churches, Community-Based Organizations, Elderly Services Centers, First 5 Centers, Food Banks, Farmers Markets, Head Start Programs, Public/Community Health Centers, Schools, Shelters, TANF Job Readiness Programs, WIC Programs

**Narrative Summary:**

Contra Costa Health Services’ (CCHS) nutrition education for SNAP-Ed eligible populations includes services in health care, retail and community settings and fosters organizational, environmental and policy changes in the communities we serve. CCHS’ public health and health care personnel incorporate nutrition and physical activity messages into regular routine encounters with eligible clients.

CCHS helps students, parents, partners, agency staff and food retailers identify healthy food choices and physical activity opportunities to make positive changes. The project delivers nutrition education through skill-based workshops in English/Spanish at First Five Centers for parents, Woman Infants and Children (WIC), faith institutions, community-based organizations, schools and after school programs, and other agencies; places materials, posters, and resources in the community; reaches people through events and media outlets; and reinforces the Champions for Change message in coordination with State efforts.

Through Communities of Excellence (CX3) work, CCHS provides technical assistance to retail markets and supports market owners in promoting nutrition messages to employees and customers. Efforts to decrease the intake of sugar sweetened beverages and encourage water consumption through the Rethink Your Drink campaign and the collaboration of our partner's Be Smarter Drink Water project is an endeavor that is aligned with CCHS goals to improve the health of the residents we serve.

The work through the Policy, Systems and Environmental (PSE) plan allows us to collaborate with partners to promote the usage of Mobile Farmers' Markets at a Junior High School and an elementary school. This includes promoting the consumption of fruits and vegetables and physical activity through nutrition education in a variety of venues. The PSE has also allowed CCHS to build relationships by partnering with the Safe Routes to School Campaign which includes getting children to school safely, decreasing convenience store purchases of unhealthy foods by students on their way to school, providing education on the importance of breakfast, increasing active transport (walking), and decreasing sugar sweetened beverage consumption.

Currently, CCHS is maximizing its reach in low income communities and increasing county wide partnerships by subcontracting with a variety of local agencies that are eager to work toward improving the health of the populations they serve. These agencies include local school districts, youth serving agencies, and a faith based organization.

CCHS meets annually with the County's other USDA-funded projects to coordinate programs and messages. CCHS has a strong presence throughout Contra Costa County's low income communities. CCHS is supporting a new venture in East Contra Costa County to identify barriers and increase access to healthy foods, physical activity and looks at how the built environment plays a role in the well-being of community residents.

# Marin County Health and Human Services Department

*"Health and Human Services' mission is to promote and protect the health, well-being, self-sufficiency, and safety of all people in Marin County."*

## Marin County Demographics

Total Population: 256,069  
 SNAP-Ed Population: 43,397  
 Population below FPL: 7.2%

**Website:** <http://www.co.marin.ca.us/hhs/>

## Population by Ethnicity

White	72.8%
Black/African American	2.9%
American Indian/Alaskan Native	1.1%
Asian	5.9%
Hispanic/Latino	15.7%
Other	1.6%

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**Total LHD Funding Amount:** \$427,676

**Target Unduplicated Reach:** 2,100 – 3,000

### Intervention Channels:

CalFresh Offices, Community Centers, Elderly Service Centers, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Schools, WIC Programs

### Narrative Summary:

Marin County's SNAP-Ed program will promote nutrition education and multi-system approaches to promoting healthy eating in three communities: the Canal neighborhood of San Rafael, Marin City, and qualified schools / early care sites Southern Novato, West Marin, and other locations throughout the County. The program will build upon partnership developed through the Countywide Healthy Eating Active Living (HE/AL) Strategic Planning Process, and be strengthened by a range of technical assistance resources focusing on primary prevention offered through the Department of Health and Human Service's Prevention Hub. Interventions will be focused at schools and early childhood education sites in low-income communities, as well as at community centers and food pantries, and the program intends to utilize community health workers and peer to peer interventions to reach much of our target population. Marin's CNAP will build upon partnerships developed through the Countywide HE/AL Planning Process, and will work closely with Marin's rich local agricultural resources to implement multi-level approaches to promoting access to healthy, local foods.

## Napa County Department of Public Health

*"Napa County Public Health serves the people of Napa County by protecting health, working to prevent disease, premature death and disability, promoting healthy lifestyles, supporting families in the work of raising whole and healthy children and responding to disasters, outbreaks and epidemics"*

### Napa County Demographics

Total Population:	139,045
SNAP-Ed Population:	36,338
Population below FPL:	9.8%

#### Website:

<http://www.countyofnapa.org/pages/department.aspx?id=4294967361>

#### Population by Ethnicity

White	55.2%
Black/African American	2.3%
American Indian/Alaskan Native	1.2%
Asian	7.4%
Hispanic/Latino	33.1%
Other	0.8%

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**Total LHD Funding Amount:** \$200,000

**Target Unduplicated Reach:** 8,000

#### Intervention Channels:

CalFresh Offices, Comprehensive Perinatal Services Program, Emergency Food Assistance Sites, Family Resource Centers, Food Stores, Head start Programs, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters/Temporary Housing, TANF Job Readiness Program, WIC Programs

#### Narrative Summary:

The health department (LHD) provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in Solano and Napa County. The LHD will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

The LHD will be responsible to: 1) conduct 2 - 5 series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) Implement *Network* allowable nutrition education interventions and obesity prevention strategies in at least 50% of CX3 assessed neighborhoods. 4) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 5) conduct community engagement events in order to establish consensus on community priority issues directly related to the CX3 or other community assessments or

reassessments in eligible neighborhoods; 6) conduct community events reaching SNAP-Ed eligible individuals or groups; 7) conduct training(s) of service providers including representatives of peer-to-peer (“Champions”) of SNAP-Ed-eligible families, youth and community groups in SNAP-Ed-eligible venues/census tracts; 8) select and implement allowable evidence-based strategies from approved NEOP Policy, Systems and Environmental Change Matrix and 9) establish coalitions and partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.

# San Francisco County Department of Public Health

*"The mission of the San Francisco Department of Public Health is to protect and promote the health of all San Franciscans."*

**Website:**

<http://www.sfdph.org/dph/default.asp>

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## San Francisco County Demographics

Total Population: 825,863  
SNAP-Ed Population: 218,245  
Population below FPL: 12.3%

### Population by Ethnicity

White	41.7%
Black/African American	6.1%
American Indian/Alaskan Native	0.9%
Asian	34.2%
Hispanic/Latino	15.4%
Other	1.7%

**Total LHD Funding Amount:** \$1,336,911

**Target Unduplicated Reach:** 5,000

**Intervention Channels:**

Adult Education & Job Training Sites, CalFresh Offices, Community Centers, Farmers Markets, Food Banks, Public Housing, Shelters, WIC Programs

**Narrative Summary:**

The Feeling Good Project provides nutrition education to SNAP-Ed eligibles in San Francisco on healthy eating and physical activity promotion as a way to reduce the risk of chronic disease. Activities include nutrition education classes to SNAP-Ed eligibles, participation in Health Fairs targeting SNAP-Ed eligibles, and participation in the Bay Area Nutrition and Physical Activity Collaborative (BANPAC) and *Network for a Healthy California* - Bay Area Region. Services are provided in Spanish, English and Chinese and nutrition education materials are available in English, Spanish and Chinese. In addition they deliver nutrition education at the Heart of the City Farmers Market and at SFUSD Schools and Afterschool settings in collaboration with the SFUSD Nutrition Education Project. New partners are engaged through outreach to community based organizations serving low income SF residents. Through collaboration with local and regional partners, including Shape Up SF and the *Network for a Healthy California* - Bay Area Region, they promote the *Rethink Your Drink* Message. They collaborate with local FNS funded programs in the SF County Nutrition Action Plan and with the San Francisco CalFresh Program to provide nutrition education to their participants. During FY 2013 they will be engaging in Peer Education, *CX3* activities, work in Early Childhood Settings and Faith based communities using a Community Engagement Model to advance multi-level approaches.

# San Mateo County Health System

*“Our mission is to improve the quality of people’s lives by preventing health issues before they occur, protecting the public’s health, providing services for vulnerable populations, and partnering to build healthy communities.”*

## San Mateo County Demographics

Total Population: 739,311  
 SNAP-Ed Population: 128,221  
 Population below FPL: 7.0%

**Website:** <http://smchealth.org/AboutSMCHS>

### Population by Ethnicity

White	41.6%
Black/African American	3.1%
American Indian/Alaskan Native	0.9%
Asian	26.4%
Hispanic/Latino	25.4%
Other	2.6%

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**Total LHD Funding Amount:** \$749,507

**Target Unduplicated Reach:** 3,800

### Intervention Channels:

CalFresh Offices, Community Centers, Churches, Food Banks, Food Stores, Libraries, Public/Community Health Centers, Public Housing, Schools, Youth Engagement Sites, WIC Programs

### Narrative Summary:

San Mateo County outreaches to SNAP-Ed eligible families living in qualifying census tracts that are primarily Latino. The program's aim is to empower and enable individuals to select healthy foods and beverages and increase physical activity through nutrition education, social marketing and environmental supports with a strong emphasis on behavior change and obesity prevention. Interactive nutrition education activities include food preparation, gardening and physical activity demonstrations. Nutrition education programs are a collaboration with USDA Food Nutrition Services funded programs and community-based organizations. The Mini=Max Behavior Change Tool guides the SNAP-Ed client through decision making pathways that result in the developing of an individualized behavior change plan/goal to improve dietary choices and to increase physical activity; the tool will be utilized in nutrition classes to facilitate the client's behavior change process. San Mateo County will engage local leaders and community members to implement a healthy food initiative that increases access and consumption of Healthy foods in eligible low-income communities. San Mateo County will support the *Rethink Your Drink* statewide initiative and will train adult peer educators to provide nutrition education, promote food security and physical activity; statewide initiatives will be promoted in local communities. Evaluation of interventions will be conducted.

# Santa Clara County Public Health Department

*"The mission of Santa Clara County Public Health Department is to prevent disease and injury and create environments that promote and protect the community's health."*

## Santa Clara County Demographics

Total Population: 1,837,504  
 SNAP-Ed Population: 402,066  
 Population below FPL: 9.2%

**Website:**

<http://www.sccgov.org/sites/sccphd/en-us/Pages/phd.aspx>

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### Population by Ethnicity

White	34.3%
Black/African American	2.9%
American Indian/Alaskan Native	1.4%
Asian	33.7%
Hispanic/Latino	26.9%
Other	0.8%

**Total LHD Funding Amount:** \$2,210,269

**Target Unduplicated Reach:** 5,100

**Intervention Channels:**

Adult Education and Job Training Sites, After school Programs, CalFresh Offices, Churches, Community Centers, Farmers Markets, Food Banks, Food Stores, Libraries, Head Start Programs, Public/Community Health Centers, Schools, WIC Programs, Youth Education Sites

**Narrative Summary:**

The approach for this grant will be to educate and engage high need communities located in ten neighborhoods across the County on healthy eating and active living strategies. The community engagement approach will support Communities of Excellence (CX3) in which community/neighborhood resources and assets will be leveraged and partnerships will be developed and strengthened in an effort to positively impact healthy eating active living changes within targeted high-need, low-income neighborhoods. Building on lessons learned through previously funded *Network for a Healthy California*, Centers for Disease Control and Prevention (CDC) and other local, state, and federal grant projects, the LHD work will use a targeted, place-based approach and will implement its strategies with a variety of audience groups in multiple venues or channels. To accomplish this, local interventions will be conducted in schools and after school programs, through direct health service providers, in retail grocery stores, and in churches. Youth engagement will also be used to link and leverage with the community engagement processes simultaneously occurring in high need neighborhoods countywide. As the focus for each neighborhood is identified, LHD will align with community partners, by neighborhood, to conduct intervention designed to support the health and well-being of low-income community members.

# Solano County Health and Social Services Department

*"The Mission of Solano County Health and Social Services Department is to promote cost-effective services, which safeguard the physical, emotional, and social well-being of the people of Solano County."*

## Solano County Demographics

Total Population:	420,757
SNAP-Ed Population:	99,331
Population below FPL:	10.8%

### Website:

<http://www.co.solano.ca.us/depts/hss/>

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### Population by Ethnicity

White	40.3%
Black/African American	15.0%
American Indian/Alaskan Native	1.2%
Asian	15.5%
Hispanic/Latino	24.8%
Other	3.2%

**Total LHD Funding Amount:** \$669,569

**Target Unduplicated Reach:** 8,000

### Intervention Channels:

CalFresh Offices, family Resource Centers, Food Banks, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, TANF Job Readiness Programs, WIC Programs

### Narrative Summary:

The Solano County Nutrition Services Program spearheads a comprehensive county-wide nutrition education and obesity prevention program through partners and multiple sectors. CNAP efforts will continue and be strengthened through partnerships to implement a county nutrition action plan. CX<sup>3</sup> activities will continue to be conducted that includes neighborhood assessments of the food environment; implementation of environmental supports; and to establish relations in CX<sup>3</sup> neighborhoods to increase access and consumption of healthy foods. Evidence-based nutrition education, Rethink Your Drink activities and community events will be conducted to educate, market and promote consumption of healthy foods and beverages. A peer to peer education program will be implemented to extend nutrition education and food access. An emphasis will be placed on working with early childhood providers and youth in schools and afterschool programs to increase consumption and access of healthy foods and beverages.

## County of Sonoma Department of Health Services

*"Protecting the health and well-being of individuals and the community is the fundamental responsibility of the Sonoma County Department of Health Services"*

**Website:**

<http://www.sonoma-county.org/health/>

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### Sonoma County Demographics

Total Population: 491,829  
SNAP-Ed Population: 133,706  
Population below FPL: 10.7%

#### Population by Ethnicity

White	65.4%
Black/African American	1.9%
American Indian/Alaskan Native	2.2%
Asian	4.1%
Hispanic/Latino	25.5%
Other	0.9%

**Total LHD Funding Amount:** \$935,255

**Target Unduplicated Reach:** 9,359

**Intervention Channels:**

CalFresh Offices, Churches, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, Shelters, TANF Job Readiness Program

**Narrative Summary:**

DHS seeks to create a "sphere of influence" in collaboration with our Food and Nutrition Services (FNS) and non-FNS partners, within our target communities. The "sphere of influence" will promote and support healthy eating and physical activity through behavior, environmental and policy change.

Interventions will focus primarily on Latino parents with children ages 2-11 and children (ages 2-11). Because parents, as role models, play a significant role in promoting healthy eating and physical activity among their children, it is important to engage them directly. The secondary populations include SNAP-Ed eligible seniors, parents of adolescents, and other adults within the target communities.

While nutrition education strategies will focus on reaching geographically diverse SNAP-Ed-eligible populations, targeted efforts will be made to engage residents in the following *CX<sup>3</sup>* communities: Santa Rosa (Roseland, Kawana Springs, and South Park Neighborhoods), Petaluma (Payran/McKinley Neighborhood), Rohnert Park (B Section Neighborhood), Healdsburg (Downtown Neighborhood), and Boyes Hot Springs.

Nutrition education interventions will be provided to: 1) SNAP-Ed eligible parents at qualifying schools whose catchments fall within *CX*<sup>2</sup> neighborhoods; 2) SNAP-Ed eligible adults at means-tested sites located in school catchments and/or *CX*<sup>2</sup> neighborhoods; and 3) SNAP-Ed eligible adults at non-means tested sites located in qualifying *CX*<sup>2</sup> neighborhoods. The goal of this approach is to build on nutrition education efforts by improving the food environment through environmental changes and social marketing efforts that support behavior change learned during nutrition education interventions.

# Delta and Gold Country Center

*Alpine • Amador • Calaveras • El Dorado • Mariposa • Mono • Nevada  
Placer • Sacramento • San Joaquin • Stanislaus • Sutter • Tuolumne • Yolo •  
Yuba*

<p><b><i>Training Resource Center</i></b>  Ms. Debra Oto Kent, Executive Director  <b>Health Education Council</b>  <b>3950 Industrial Blvd., Suite 600</b>  <b>West Sacramento, CA. 95691</b></p> <p>Phone: 916-565-3344  Fax: 916-446-0427</p> <p>Email: <a href="mailto:dotokent@healthedcouncil.org">dotokent@healthedcouncil.org</a></p>	
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## **Project Coordinator**

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## Alpine County Department of Public Health

*"The Mission of the Alpine County Health and Human Services Department is to promote the dignity and well-being of children, families and adults through public health and human service programs."*

**Website:**

<http://www.alpinecountyca.gov/index.aspx?NID=201>

**Ms. Becky Thornburg**

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Markleeville, CA 96120

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### Alpine County Demographics

Total Population:	1,129
SNAP-Ed Population:	357
Population below FPL:	15.2%

### Population by Ethnicity

White	68.5%
Black/African American	0.4%
American Indian/Alaskan Native	22.5%
Asian	1.1%
Hispanic/Latino	8.4%
Other	0.0%

**Total LHD Funding Amount:** \$3,699

**Target Unduplicated Reach:** 200

**Intervention Channels:**

CalFresh Offices, Food Pantries, In Home Supportive Services (IHSS), MediCal, TANF Job Readiness Program

**Narrative Summary:**

The health department (LHD) provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in Alpine county. The LHD will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access to less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

The LHD will be responsible to: 1) conduct nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; and 3) conduct community events reaching SNAP-Ed eligible individuals or groups.

## Mono County Department of Public Health (Community Service Solutions)

*"The Public Health Department provides services that support the health and safety of Mono County residents"*

**Website:**

<http://monohealth.com/public-health>

**Ms. Amanda Hoover**

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[amandahoovercss@gmail.com](mailto:amandahoovercss@gmail.com)

### Mono County Demographics

Total Population:	14,348
SNAP-Ed Population:	5,416
Population below FPL:	11.2%

### Population by Ethnicity

White	66.8%
Black/African American	0.7%
American Indian/Alaskan Native	2.7%
Asian	1.7%
Hispanic/Latino	27.2%
Other	0.9%

**Total LHD Funding Amount:** \$49,593

**Target Unduplicated Reach:** 500

**Intervention Channels:**

California Food Assistance Program (CFAP), Food Banks, Head Start Programs, Public Housing, Soup Kitchens

**Narrative Summary:**

The health department Mono County Local Health Department (LHD), using the services of Community Services Solution, provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in Mono County. The LHD will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

The LHD will be responsible to: 1) conduct classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 4) conduct community events reaching SNAP-Ed eligible individuals or groups; 5) conduct training(s) of, any one of the following service

providers including representatives of peer-to-peer (“Champions”) of SNAP-Ed-eligible families, youth and community groups in SNAP-Ed-eligible venues/census tracts; 6) select and implement allowable evidence-based strategies from approved *Network* Policy, Systems and Environmental Change Matrix and 7) establish coalitions and partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.

## Nevada County Public Health Department

*"We protect lives, prevent disease and promote healthy lifestyles for everyone in Nevada County"*

**Website:**

<http://www.mynevadacounty.com/nc/hhsa/ph/Pages/Home.aspx>

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### Nevada County Demographics

Total Population:	98,292
SNAP-Ed Population:	25,238
Population below FPL:	10.3%

### Population by Ethnicity

White	86.2%
Black/African American	0.5%
American Indian/Alaskan Native	1.2%
Asian	1.3%
Hispanic/Latino	8.9%
Other	1.9%

**Total LHD Funding Amount:** \$240,000

**Target Unduplicated Reach:** 2,400

**Intervention Channels:**

Community Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, Shelters, WIC Programs, Worksites

**Narrative Summary:**

Nevada County Public Health is now in its third year of implementing the Nutrition Education and Obesity Prevention Grant. We have learned a great deal about our community over the past few years and continue to build upon our successes. This year we shall host our 3rd annual Celebrate Fruits and Vegetables event at a local grocery store; this event engages shoppers in conversations about nutrition and physical activity. In 2013 we completed the Communities in Excellence (CX3) neighborhood assessment, and starting in FY 14 we shall be working in neighborhoods to discuss possible interventions. Also in 2013 we implemented a program to research and identify the nutrition needs, associated behaviors and perceptions of our target audience including reasons for and against changing behavior. The focus of our research was on how our target audience perceived barriers to their own healthy living. In FY 2014, we incorporate the results of this project to inform our nutrition education approaches. Nutrition education classes will be offered at organizations where we have been working over the past two years, and plan to add a few additional sites. We are hearing from the folks and the organizations we serve that people are making life style changes through learning about nutrition. The County Nutrition Action Plan (CNAP) Committee continues to bring together different organizations to discuss nutrition education and food security. Harvest of the Month has been CNAP's primary coordinated messaging and in FY 14 we are coordinating more actions to effect changes on the community level. FY 14 shall be a busy year with interventions now taking front stage in our work.

## County of Sacramento, Division of Public Health

*"It is the goal of Sacramento County Public Health to protect, assess, and promote the health and well-being of all Sacramento County communities."*

### Website:

<http://www.dhhs.saccounty.net/PUB/Pages/PUB-Home.aspx>

### Ms. Yvonne Rodriguez

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### Sacramento County Demographics

Total Population:	1,450,121
SNAP-Ed Population:	466,125
Population below FPL:	14.9%

### Population by Ethnicity

White	47.7%
Black/African American	10.9%
American Indian/Alaskan Native	1.6%
Asian	15.3%
Hispanic/Latino	22.0%
Other	1.9%

**Total LHD Funding Amount:** \$2,514,622

**Target Unduplicated Reach:** 8,700

### Intervention Channels:

CalFresh Offices, Childcare/Development Site, Churches, Community Centers, Dental Providers, Food Banks, Food Stores, Head Start Programs, Libraries, Medical Providers, Schools

### Narrative Summary:

Sacramento County's SNAP-Ed program is a comprehensive program that reaches all ages and ethnicities, with a specific focus in nine targeted neighborhoods in Sacramento County (in and around Del Paso Heights and around South Sac, not including Oak Park or Elk Grove). Roughly 25% of the activities will be conducted in Spanish.

Children, birth to five, will be reached through nutrition education to early childhood care providers and/or medical/dental providers. The County will reach youth (K-12) by subcontracting with Health Education Council and Sacramento Chinese Community Service Center to fulfill school and afterschool program activities. Youth engagement activities will occur with foster care teens (8-18 years old) through a subcontract with CASA (Court Appointed Special Advocate). Adults will be reached through coordinated efforts with subcontracts with Health Education Council and Sacramento Food Bank to conduct peer to peer nutrition classes, a six-class nutrition education series, and implementation of *Body and Soul* at churches that predominantly serve African American and Latino communities. Additionally, food retailers will be reached through a subcontract with Health Education Council to increase access to affordable fruits and vegetables. Finally, Sacramento County will reach families by partnering with other county and community programs to increase nutrition and physical activity awareness at various SNAP eligible family events.

## San Joaquin County Public Health Services

*"Public Health Services, in partnership with the community, promotes a healthy future for San Joaquin County."*

Website: <http://www.sjcphs.org/>

### Ms. Marisela Pineda

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### San Joaquin County Demographics

Total Population:	702,612
SNAP-Ed Population:	267,261
Population below FPL:	16.7%

### Population by Ethnicity

White	35.0%
Black/African American	8.2%
American Indian/Alaskan Native	2.0%
Asian	15.7%
Hispanic/Latino	39.7%
Other	0.0%

**Total LHD Funding Amount:** \$1,395,802

**Target Unduplicated Reach:** 5,100

### Intervention Channels:

Adult Education & Job Training Sites, Churches, Community Centers, Elderly Service Centers, Food Banks, Head Start Programs, Public/community Health Centers, Public Housing, Schools, Youth Education Sites

### Narrative Summary:

The *NEOP* project in San Joaquin County (SJC) seeks to enhance public health efforts to improve healthy eating and physical activity behaviors of the Cal-Fresh eligible residents. SJC Public Health Services (SJCPHS) will utilize direct education, social marketing, community mobilization, and collaboration to foster supportive environments that will empower individuals to select healthy foods and beverages, and increase levels of physical activity. Project activities include class series utilizing *Harvest of the Month*, *Rethink Your Drink*, *MyPlate*, *CATCH*, and other *NEOP* approved curricula; general nutrition education; food demonstrations; community events (i.e., presentations at town hall meetings and health fairs); training of community residents, youth, educators, and leaders; and participation in local school events (i.e., Walk to School Day and Back to School Nights). Curriculum will be selected based on the educational needs of partner schools and agencies.

SJCPHS has been instrumental in providing nutrition and physical activity support and education in countywide collaborations that work to address food insecurity, obesity prevention, and chronic disease prevention. SJCPHS will work closely with local schools, community-based organizations, local retailers, faith-based organizations, and regional partners to increase program reach and encourage the implementation of nutrition and physical activity best practices.

## Stanislaus County Health Services Agency

*"The mission of Stanislaus County Health Services Agency is to promote wellness and healthy lifestyles, prevent illness and injury, provide quality care and treatment, and preserve access to healthcare for the undeserved through leadership, continuous improvement, and teamwork."*

**Website:** <http://www.schsa.org/>

### Ms. Elaine Emery

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### Stanislaus County Demographics

Total Population: 702,612  
SNAP-Ed Population: 199,197  
Population below FPL: 16.7%

#### Population by Ethnicity

White	35.0%
Black/African American	8.2%
American Indian/Alaskan Native	2.0%
Asian	15.7%
Hispanic/Latino	39.7%
Other	0.0%

**Total LHD Funding Amount:** \$1,101,451

**Target Unduplicated Reach:** 4,500

#### Intervention Channels:

Churches, Community Centers, Farmers Markets, Food Stores, Libraries, Parks, Schools, TANF Job Readiness Program, WIC Programs

#### Narrative Summary:

Through a variety of multi-level interventions, this program is designed with the overall goal of improving the nutritional status and preventing obesity among Stanislaus County's low income residents. Efforts will include continuing the work of the Stanislaus CNAP group to promote their goal of coordinated messaging and program delivery. Based on the developed *CX<sup>2</sup>* action plan, work with selected communities to implement interventions to reduce disparities in access to healthy foods and beverages. Program staff will continue to successfully conduct a series of five nutrition education classes for TANF Job Readiness participants. In coordination with other partner organizations, community events and promotion of the statewide *Rethink Your Drink Campaign* will occur with emphasis on media promotion and community engagement.

## Sutter County Human Services Health Division

*"Sutter County Public Health Division works to improve the health and safety of its residents and the neighborhoods they live in"*

**Website:**

<http://www.co.sutter.ca.us/doc/government/depts/hs/hshome>

**Ms. Anne Westlake**  
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### Sutter County Demographics

Total Population: 95,022  
SNAP-Ed Population: 37,101  
Population below FPL: 15.2%

#### Population by Ethnicity

White	49.0%
Black/African American	2.4%
American Indian/Alaskan Native	2.3%
Asian	16.1%
Hispanic/Latino	29.3%
Other	0.9%

**Total LHD Funding Amount:** \$240,000

**Target Unduplicated Reach:** 2,000

**Intervention Channels:**

Adult Education & Job Training Sites, CalFresh Offices, Churches, Community Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters, TANF Job Readiness Program, WIC Programs, Youth Education Sites

**Narrative Summary:**

Sutter County Health Division (LHD) will continue the current nutrition education program in collaboration with Sutter County Welfare Division (CWD). This effective collaboration promotes the 2010 Dietary Guidelines specifically promoting increasing fruits, vegetables, water intake and physical activity (PA) while decreasing intake of sugar-sweetened beverages among SNAP-Ed eligibles. Culturally and linguistically competent nutrition educators will continue to present innovative nutrition education classes for SNAP-Ed eligible community members at qualifying locations such as Cal Works, WIC and Emergency Food Assistance Programs. Classes will be conducted in single and multi-session formats and will include cooking demonstrations/food sampling. Strategically planned indirect interventions will be conducted at existing community events in qualifying census tracts/blocks such as the Multi-National Health Fair, Live Oak Fall Festival, and Public Health Week. These events will be used to promote the *Rethink Your Drink Campaign*, other approved nutritional messages and participatory PA for families such as the activity dice (dancing, jumping jacks, sit-ups, hopping on one foot). A pragmatic and dynamic CNAP team will continue to meet and be essential in conducting *CX<sup>2</sup>*, assist with community forums. The team will develop and implement Sutter County Nutrition Action Plan and participate in train the trainer workshops.

## County of Tuolumne Public Health Department

*"The purpose of the Tuolumne County Public Health Department is to protect and preserve the health and well being of all citizens of Tuolumne County by preventing and controlling disease, injury and disability and by promoting healthy lifestyles."*

### Website:

[http://portal.co.tuolumne.ca.us/psp/ps/TUP\\_PUBLIC\\_HEALTH/ENTP/h/?tab=DEFAULT](http://portal.co.tuolumne.ca.us/psp/ps/TUP_PUBLIC_HEALTH/ENTP/h/?tab=DEFAULT)

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### Tuolumne County Demographics

Total Population: 54,008  
SNAP-Ed Population: 22,157  
Population below FPL: 13.3%

### Population by Ethnicity

White	81.7%
Black/African American	2.2%
American Indian/Alaskan Native	2.2%
Asian	1.2%
Hispanic/Latino	11.1%
Other	1.6%

**Total LHD Funding Amount:** \$176,266

**Target Unduplicated Reach:** 1,762

### Intervention Channels:

Emergency Food Assistance Sites, Food Stores, Head Start Programs, Public Community Health Centers, Shelters/Temporary Housing, WIC Programs, SSI Office

### Narrative Summary:

The health department (LHD) provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in Tuolumne County. The LHD will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

The LHD will be responsible to: 1) conduct 1 - 5 series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) participate in a Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) or other community assessment in up to 7 SNAP-Ed eligible low-income neighborhoods and share results with various local stakeholders, community members and community organizations; 4) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 5) conduct community engagement events in order to establish consensus on community priority issues directly related to the CX3 or other community assessments or

reassessments in eligible neighborhoods; 6) conduct community events reaching SNAP-Ed eligible individuals or groups; 7) conduct training(s) of service providers including representatives of peer-to-peer (“Champions”) of SNAP-Ed-eligible families, youth and community groups in SNAP-Ed-eligible venues/census tracts; 8) establish coalitions and partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.

# Yolo County Health Department

*"The Yolo County Health Department promotes health & wellness, prevents disease & injury, and protects people & the environment"*

## Website:

<http://www.yolocounty.org/Index.aspx?page=2083>

### Ms. Laurie Green

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Public Health Programs  
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Woodland, CA 95695

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Fax: (530) 666-6273

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## Yolo County Demographics

Total Population:	204,118
SNAP-Ed Population:	63,555
Population below FPL:	18.6%

## Population by Ethnicity

White	49.0%
Black/African American	3.0%
American Indian/Alaskan Native	1.8%
Asian	13.6%
Hispanic/Latino	31.0%
Other	3.4%

**Total LHD Funding Amount:** \$514,780

**Target Unduplicated Reach:** 2,900

## Intervention Channels:

Adult Education & Job Training Sites, CalFresh Offices, County Fair, Farmers Markets, Food Banks, Food Stores, Group Homes, Head Start Programs, Public/Community Health Centers, Public Housing, WIC Programs

## Narrative Summary:

The Yolo County Health Department (YCHD) will provide direct and indirect interactive nutrition education classes and events throughout the County. Target audience will be reached via qualifying Head Start preschools, 4<sup>th</sup> -6<sup>th</sup> grade students in identified elementary schools, after school programs, parent meetings, retail locations, public housing sites, Means-Tested Low Income Assistance Programs and community events.

All nutrition education classes and events will support the *Network's* goals to promote the 2010 Dietary Guidelines, to increase consumption of healthy foods and water, decrease consumption of unhealthy foods and beverages, and increase physical activity among SNAP- Ed eligible residents through Yolo County.

Activities to be carried out consist of nutrition education classes with hands on cooking elements featuring HOTM produce or *Network* recipes, RTYD activities, MyPlate and other approved nutrition and physical activity promotional events countywide. We'll also begin implementing interventions identified through our *CX3* project and Policy, Systems and Environmental (PSE) priorities. Specific projects will focus on 1) partnering with local youth and promotoras groups to promote a healthy food environment in low income neighborhoods by

providing nutrition information and improving signage/ marketing strategies for healthy foods within stores and 2) create and support a community garden that will provide opportunities to garden, harvest fruits/vegetables, and nutrition education to the local community.

# Yuba County Health and Human Services

*“Promoting healthy lifestyle choices, enhancing the quality of life and well-being of individuals, families, and the community through education, prevention and intervention services”*

**Website:**

<http://www.co.yuba.ca.us/departments/hhs/d/>

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**Yuba County Demographics**

Total Population: 72,926  
 SNAP-Ed Population: 28,580  
 Population below FPL: 20.3%

Population by Ethnicity

White	57.8%
Black/African American	3.8%
American Indian/Alaskan Native	3.0%
Asian	7.2%
Hispanic/Latino	26.2%
Other	0.4%

**Total LHD Funding Amount:** \$200,000

**Target Unduplicated Reach:** 2,000

**Intervention Channels:**

Adult Education and Job Training Sites, adult Rehabilitation Center, CalFresh Offices, Churches, Church Sponsored Low Income Housing, Community Centers, Community Garden, Dental Mobile, Elderly Services Centers, Emergency Food Assistance Sites, Farmers Markets, Food Stores, Head Start Programs, Libraries, other Youth Education Sites, Pregnancy Support Center, Public/Community Health Centers, Schools, Shelters/Temporary Housing, WIC Programs

**Narrative Summary:**

An assortment of approaches will be used to reach and educate SNAP-Ed eligibles. Twenty-minute, single classes will be provided, up to 2 sessions a day, three days a week, to groups of people prior to their CalWORKS eligibility appointments. Single classes will also be offered at other venues which may include Head Start Parent Groups, CalWORKS Education classes, Mobile Dental Van, and the library. The five-class series will be provided to residents in a six-month temporary shelter at the Salvation Army Depot and to residents at a Church Sponsored Low Income Housing complex, Mercy Housing. Direct and/or indirect education including Rethink Your Drink will also be conducted at community events, the farmers market, Health & Human Services building, and USDA Food Distribution Centers. Training for the Program Coordinator and Health Educators will be provided by our consulting RD and/or via State and Regional trainings.

# Central Coast Center

*Monterey • Santa Barbara • San Benito • Santa Cruz • San Luis Obispo*

<p><b><i>Training Resource Center</i></b></p> <p>Ray Bullick, Director of Health          Monterey County Health Department          1270 Natividad Rd.          Salinas, California 93906          831-755-4675</p>	
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**Project Coordinator**

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# Monterey County Public Health Department

*"The Monterey County Health Department exists to protect and improve the health of the people in Monterey County."*

**Website:** <http://www.mtyhd.org/>

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## Monterey County Demographics

Total Population: 426,762  
 SNAP-Ed Population: 150,348  
 Population below FPL: 15.1%

### Population by Ethnicity

White	32.0%
Black/African American	3.7%
American Indian/Alaskan Native	2.7%
Asian	6.9%
Hispanic/Latino	56.4%
Other	0.0%

**Total LHD Funding Amount:** \$1,319,529

**Target Unduplicated Reach:** 13,500

### Intervention Channels:

Churches, Farmers Markets, Schools, WIC Programs

### Narrative Summary:

Monterey County Health Department (MCHD) is a public health government entity, whose mission is to enhance, promote and protect the health of Monterey County individuals, families, communities and environments. The Local Health Department program is housed in the Public Health Bureau. The SNAP-Ed Program focuses on capacity building within qualifying preschools, elementary schools and afterschool programs through a train the trainer model. The trainings provide teachers, school food service staff and afterschool staff with curricula on nutrition, healthy beverage and physical activity education and tools including toolboxes, resources and materials that facilitate the integration of nutrition and physical activity promotion into the mandated curricula. Nutrition education and physical activity promotion are provided annually in science, reading, language development, social studies and math instruction for more than 8,000 low income preschool and elementary grade children in 22 schools and afterschool programs. Staff educate parents on nutrition and physical activity through parent groups at schools, low income housing units and other community organizations, as well as basic nutrition and healthy beverage education to eligible families through community and school events.

# County of San Luis Obispo Public Health Services

*“The mission of San Luis Obispo Public Health Services is to promote, preserve and protect the health of all San Luis Obispo County residents through disease surveillance, health education, direct services, and health policy development”*

## San Luis Obispo County Demographics

Total Population: 274,804  
 SNAP-Ed Population: 75,676  
 Population below FPL: 13.2%

**Website:**

<http://www.slocounty.ca.gov/page8402.asp>  
[X](#)

**Ms. Shannon Klisch**  
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### Population by Ethnicity

White	58.9%
Black/African American	1.4%
American Indian/Alaskan Native	1.7%
Asian	4.8%
Hispanic/Latino	32.7%
Other	0.5%

**Total LHD Funding Amount:** \$567,270

**Target Unduplicated Reach:** 3,100

**Intervention Channels:**

Adult Education and Job Training Sites, CalFresh Offices, Churches, Community Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Libraries, Public/Community Health Centers, Public Housing, Schools, WIC Programs, Youth Education Sites

**Narrative Summary:**

Our main objectives are to conduct nutrition education activities in school and community settings in order to increase the likelihood that low-income residents will consume fruits and vegetables. Key activities will be to work collaboratively with our funded and unfunded partners to educate county residents and influence policy, system and environmental changes that make healthier foods and beverages more accessible. We will continue to convene the County Nutrition Action Plan (CNAP) group of the local USDA Food Nutrition Service (FNS)-funded nutrition programs, and other critical stakeholders in the county. Since we have an active obesity prevention coalition already established (HEAL-SLO), CNAP will continue as a sub-committee of the coalition. Our nutrition education will consist of single and multiple session nutrition education classes, using the Harvest of the Month curriculum, cooking demonstrations and taste testing. We have several versions of classes that will be used with various age groups – from preschool to senior citizens. We will also continue with CX3, conducting strategic, intensive nutrition education efforts within the targeted neighborhoods. This year, we will also add outcome evaluation and continue to build on our work with Peer Educators.

# Santa Barbara County Public Health Department

*"The mission of Santa Barbara County Public Health Department is to improve the health of our communities by preventing disease, promoting wellness, and ensuring access to needed health care."*

## Santa Barbara County Demographics

Total Population:	431,249
SNAP-Ed Population:	144,714
Population below FPL:	14.2%

**Website:**

<http://www.countyofsb.org/phd/default.aspx?id=1818>

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### Population by Ethnicity

White	46.9%
Black/African American	2.4%
American Indian/Alaskan Native	2.2%
Asian	5.5%
Hispanic/Latino	43.8%
Other	0.0%

**Total LHD Funding Amount:** \$865,833

**Target Unduplicated Reach:** 4,100

**Intervention Channels:**

Community Centers, Food Banks, Head Start Programs, Public Housing, Schools, Youth Education Sites

**Narrative Summary:**

The Santa Barbara County Public Health Department will work with local schools, agencies, programs, collaboratives, and individuals to promote the consumption of healthy foods and beverages, among members of the SNAP-Ed eligible population in Santa Barbara County. Program staff will (1) complete required training, service documentation, and reporting, (2) collaborate with representatives of Cal Fresh, WIC, the Food Bank, local hospitals, non-profits, and schools on nutrition promotion and obesity prevention planning and implementation, (3) implement the Communities of Excellence neighborhood planning process and support implementation of strategies to increase access to and consumption of healthy foods and beverages, (4) provide nutrition education to eligible populations using professional staff and peer educators recruited from the target population, (5) promote healthy foods and beverages at community events and promote these events through local media, (6) promote healthy beverages through *Rethink Your Drink* presentations and environmental change, and (7) provide nutrition education, including *Harvest of the Month*, to students and their parents in eligible schools.

# Santa Cruz County Health Services Agency

*“The Health Services Agency (HSA) exists to protect and improve the health of the people in Santa Cruz County. The Agency provides programs in Environmental Health, Public Health, Medical Care, Substance Abuse Prevention and Treatment, and Mental Health”*

**Website:** <http://www.santacruzhealth.org/>

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## Santa Cruz County Demographics

Total Population: 266,776  
 SNAP-Ed Population: 74,678  
 Population below FPL: 13.7%

### Population by Ethnicity

White	58.9%
Black/African American	1.4%
American Indian/Alaskan Native	1.7%
Asian	4.8%
Hispanic/Latino	32.7%
Other	0.5%

**Total LHD Funding Amount:** \$654,805

**Target Unduplicated Reach:** 3,100

### Intervention Channels:

CalFresh Offices, Community Centers, Food Banks, Farmers Markets, Food Stores, Head Start Programs, Public Housing, Schools, Shelters, Worksites, Youth Education Sites

### Narrative Summary:

The Santa Cruz Health Services Agency (HSA) provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in Santa Cruz County. The HSA will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

The HSA and its sub-grantees will be responsible to: 1) conduct 2 - 5 series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) conduct a Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) or other community assessment in up to 7 SNAP-Ed eligible low-income neighborhoods and share results with various local stakeholders, community members and community organizations; 4) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 5) conduct community engagement events in order to establish consensus on community priority issues directly related to the CX3 or other community assessments or reassessments in eligible neighborhoods; 6) conduct community events reaching SNAP-Ed

eligible individuals or groups; 7) conduct training(s) of service providers including representatives of peer-to-peer (“Champions”) of SNAP-Ed-eligible families, youth and community groups in SNAP-Ed-eligible venues/census tracts; 8) select and implement allowable evidence-based strategies from approved NEOP Policy, Systems and Environmental Change Matrix and 9) establish coalitions and partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.

# Central Valley Center

*Fresno • Kern • Kings • Madera • Merced • Tulare*

<p><i>Training Resource Center</i>  <b>Public Health Institute</b>          555 12<sup>th</sup> Street, 10<sup>th</sup> Floor          Oakland, California 94607-4046</p>	
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## **Project Coordinator**

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## **Media Coordinator**

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## **Training Coordinator**

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 [Department]  
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# Fresno County Department of Public Health

*"The mission of the Fresno County Department of Public Health is the promotion, preservation and protection of the community's health."*

**Website:**

<http://www.co.fresno.ca.us/Division.aspx?id=2553>

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**Fresno County Demographics**

Total Population: 947,895  
 SNAP-Ed Population: 414,001  
 Population below FPL: 23.4%

Population by Ethnicity

White	31.9%
Black/African American	5.9%
American Indian/Alaskan Native	3.0%
Asian	10.4%
Hispanic/Latino	51.2%
Other	0.0%

**Total LHD Funding Amount:** \$2,266,963

**Target Unduplicated Reach:** 10,475

**Intervention Channels:**

Business/Chamber of Commerce, CalFresh Offices, Churches, Community Centers, Elderly Services Centers, Farmers Markets, Food Banks, Food Stores, Foster Care Services, Head Start Programs, Libraries, Local Swap Meets/Flea Markets, Public/Community Health Centers, Police Substations, Public Housing, Schools, Shelters, Substance Abuse Treatment Centers, TANF Job Readiness Program, Transitional-Age Youth Programs, Youth Education Sites

**Narrative Summary:**

Fresno County Department of Public Health's main objective is to improve the long-term health of the community through the reduction of the chronic disease burden. This reduction is being pursued through a wide range of activities and partnerships. The Fresno County Nutrition Education Obesity Prevention (NEOP) Program will accomplish this goal through the following: Measureable impact in target communities; Intergrated, layered, community-driven interventions; Mulitplied, consistent messages and opportunities for behavior change tailored to unique community needs; and Strategic, coordinated action by all NEOP partners and subcontractors. Utilizing USDA guidance for SNAP-Ed eligible and participant population, Years of Potential Life Lost Across Zip Code analysis, and neighborhoods near or with in the locally designated 12 USDA food desert areas, Fresno County NEOP is providing strategic, intensive nutrition education efforts targeting CalFresh participants and SNAP-Ed eligibles in specific neighborhoods. The County Nutrition Action Plan (CNAP) Committee, including the local Social Services Agency and community members, will be engaged to pursue environmental supports that improve access to local and fresh healthy food and physical activity oppotunities. The project will seek to engage a wide range of partners including schools, worksites, faith-based communities, retailers, farmers, youth groups and community-based organizations.

# County of Kern, Public Health Services Department

*"The mission of County of Kern Public Health Services Department is to protect and safeguard the health and safety of the community."*

**Website:**

<http://www.kernpublichealth.com/>

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**Kern County Demographics**

Total Population: 856,158  
 SNAP-Ed Population: 353,586  
 Population below FPL: 21.4%

Population by Ethnicity

White	37.6%
Black/African American	6.3%
American Indian/Alaskan Native	2.7%
Asian	4.8%
Hispanic/Latino	50.3%
Other	0.0%

**Total LHD Funding Amount:** \$1,769,125

**Target Unduplicated Reach:** 5,100

**Intervention Channels:**

Adult Education and Job Training Sites, CalFresh Offices, Churches, Community Centers, Food Banks, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters, WIC Programs, Youth Education Sites

**Narrative Summary:**

Due to the amount of funding being allocated for each year to the KCPHSD, Scope of Work (SOW) objectives 1-9 along with objectives 10-13 are mandatory. The KCPHSD has chosen the 3 optional objectives of Healthy Retail, Faith-based, and Early Childhood. The KCPHSD is currently in the *Network's* transitional year to Nutrition Education & Obesity Prevention (NEOP) program which has helped prepare KCPHSD to work with multiple sectors to help achieve and promote the goals and objectives of NEOP. A few of the main strategies to be used to achieve the objectives are through the County Nutrition Action Plan (CNAP) group, current Communities of Excellence (CX3) neighborhood communities, and current partnerships in the local Building Healthy Communities Initiative and the work evolving in the Community Transformation Grant.

# Madera County Public Health Department

*"The Madera County Public Health Department protects and promotes the health of our the community by means of preventive medical and educational services."*

## Madera County Demographics

Total Population: 152,218  
 SNAP-Ed Population: 60,279  
 Population below FPL: 19.8%

**Website:** <http://www.madera-county.com/index.php/dph-home/186-welcome-to-the-department-of-public-health>

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### Population by Ethnicity

White	37.1%
Black/African American	4.1%
American Indian/Alaskan Native	4.6%
Asian	2.3%
Hispanic/Latino	55.2%
Other	0.0%

**Total LHD Funding Amount:** \$500,684

**Target Unduplicated Reach:** 2,865

### Intervention Channels:

CalFresh Offices, Community Centers, Farmers Markets, First 5 Family Resource Centers, Head Start Programs, Public/Community Health Centers, Schools, Youth Education Sites

### Narrative Summary:

Madera County Public Health Department (MCPHD) will continue to collaborate with the local CalFresh agency. Collaboration activities include developing or participating in a council that will coordinate USDA food program activities, completing activities in the community nutrition action plan (CNAP) and providing nutrition education expertise to all involved in the council. Madera County Public Health Department (MCPHD) will provide nutrition education classes to 16 school sites using the Harvest of the Month curricula and hold single session classes utilizing *Rethink Your Drink* and nutrition presentations at Head Start locations. Numerous nutrition education events will be held involving nutrition education or the *Rethink Your Drink Campaign* including tables at the LHD. Planned locations for community education events include the Farmers' Market and prior locations listed such as school sites, a Head Start location, the LHD, Camarena Health, Family Resouce Centers (FRC) and Department of Social Services site. MCPHD will also be working with promotoras involved with the FRC's and Camarena Health. MCPHD will also participate in *NEOP* funded activities, trainings, conferences and use them as a resource when needed. MCPHD will promote nutrition education activities through specific media outlets targeting the CalFresh participants and eligible populations.

# County of Merced Department of Public Health

*“Merced County Public Health provides essential programs and services to help protect and improve the health of our community.”*

**Website:**

<http://www.co.merced.ca.us/index.aspx?nid=82>

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**Merced County Demographics**

Total Population: 262,305  
 SNAP-Ed Population: 119,489  
 Population below FPL: 23.0%

Population by Ethnicity

White	30.7%
Black/African American	4.3%
American Indian/Alaskan Native	2.5%
Asian	8.1%
Hispanic/Latino	56.1%
Other	0.0%

**Total LHD Funding Amount:** \$867,708

**Target Unduplicated Reach:** 3,100

**Intervention Channels:**

CalFresh Offices, Community Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Libraries, Public/Community Health Centers, Shelters, Youth Education Sites

**Narrative Summary:**

Merced County Department of Public Health(MCDPH) staff and subcontractors? will empower low-income communities to make healthier choices through nutrition education, social marketing and environmental support strategies. Staff will build upon long standing partnerships, including those with the Merced Community Nutrition Action Plan (CNAP) Collaborative, to implement best practices around nutrition education delivery and improve coordination to address food insecurity issues. Staff will reach at least 3,100 SNAP-Ed eligible individuals through nutrition education classes. Staff will also promote healthy eating and active living at community events, including a *Rethink Your Drink* kick-off event. MCDPH will hold community forums to engage residents and stakeholders to implement a *Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3)* plan to increase access and consumption of healthy foods and beverages and/or increase physical activity in low-income neighborhoods. MCDPH will also conduct formative, process and baseline evaluation activities.

# Tulare County Health and Human Services Agency

*“Tulare County Health and Human Services Agency provides the residents of Tulare County with quality service in order to improve and sustain the region’s safety, economic well-being and quality of life.”*

**Website:** <http://www.tchhsa.org/hhsa/>

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## Tulare County Demographics

Total Population: 451,977  
 SNAP-Ed Population: 215,869  
 Population below FPL: 23.8%

### Population by Ethnicity

White	62.8%
Black/African American	2.2%
American Indian/Alaskan Native	2.8%
Asian	4.0%
Hispanic/Latino	31.4%
Other	0.0%

**Total LHD Funding Amount:** \$1,325,622

**Target Unduplicated Reach:** 5,100

### Intervention Channels:

Adult Education and Job Training Sites, CalFresh Offices, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, Shelters, Tulare County Fairgrounds, Youth Education Sites

### Narrative Summary:

TCHHSA will implement intense interventions within SNAP-Ed qualified communities. Intervention efforts will focus on increasing the visibility of nutrition education benefits at the individual and community level. TCHHSA’s nutrition intervention efforts will target SNAP-Ed eligibles and recipients in a variety of community and school-based settings. TCHHSA will provide education about topics such as: the reduction of sugar sweetened beverages, healthy eating on a budget, physical activity promotion, *Harvest of the Month* and nutritionally balanced meals. Community nutrition education messages will coordinate with those taught in schools. Strategies also include the implementation of a County Nutrition Action Plan customized to address target population needs, and the utilization of Community Health Workers and Youth Leaders to implement sustainable strategies that empower the community to make healthy food and beverage choices.

# Greater Los Angeles Center

*Long Beach • Los Angeles • Orange • Pasadena • Ventura*

<p><b><i>Training Resource Center</i></b></p> <p>California Center for Public Health Advocacy Harold Goldstein, Executive Director 14135 Francisquito Ave., Suite 202 Baldwin Park, CA. 91706 626-962-5900</p> <p><a href="http://www.publichealthadvocacy.org">www.publichealthadvocacy.org</a></p>	
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# City of Long Beach Department of Public Health

*"It is our mission to improve the quality of life of the residents of Long Beach by addressing public health and human service needs and by promoting a healthy environment in which to live, work and play."*

## Long Beach Demographics

Total Population: 467,892  
 SNAP-Ed Population: 173,181  
 Population below FPL: 19.4%

**Website:**

<http://www.longbeach.gov/health/>

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## Population by Ethnicity

White	29.4%
Black/African American	13.5%
American Indian/Alaskan Native	0.7%
Asian	12.9%
Hispanic/Latino	40.8%
Other	2.7%

**Total LHD Funding Amount:** \$1,263,707

**Target Unduplicated Reach:** 8,000

**Intervention Channels:**

Adult Education & Job Training, CalFresh Offices, Churches, Community Centers, elderly Services Centers, Farmers Markets, Food Banks, Food Stores, Public/Community Health Centers, Public Housing, Schools, Shelters, TANF Job Readiness Programs, WIC Programs, Worksites, Youth Education Sites

**Narrative Summary:**

The City of Long Beach DHHS Healthy Active Long Beach Project (HALB) provides nutrition education, physical activity promotion, and encourages participation in federal nutrition assistance programs to all CalFresh-eligible residents via 1:1 education, community outreach and special events, classes, task force groups and internet/webpages. In FY13 the HALB program will work to partner with county CalFresh efforts and Nutrition related activities for the City, will provide a 5+ lesson series as part of the Jr. Beach Runners Program and/or with kids at New City Charter, will continue to share and explore opportunities for change as part of *CX3*, will provide single-session nutrition lessons for all ages, will conduct program evaluation and will conduct activities as part of the *Rethink Your Drink (RYD)* campaign. As part of *RYD*, HALB will co-sponsor Kids in the Kitchen (community-wide *RYD* kickoff event). Program activities will take place at parks, community centers, afterschool sites, CalFresh enrollment sites, health/medical centers, senior services, food bank distribution sites a charter school and other youth focused sites. HALB will partner with the Long Beach Jr. League on Kids in the Kitchen and LB Parks and Recreation on the LB Jr. Beach Runners Program.

# County of Los Angeles, Department of Public Health Nutrition Program

*"The Los Angeles County Department of Public Health protects health, prevents disease, and promotes the health and well-being for all persons in Los Angeles County."*

## Los Angeles County Demographics

Total Population: 9,962,789  
SNAP-Ed Population: 3,450,962  
Population below FPL: 16.3%

Website: <http://publichealth.lacounty.gov/>

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## Population by Ethnicity

White	27.3%
Black/African American	9.3%
American Indian/Alaskan Native	1.5%
Asian	14.5%
Hispanic/Latino	48.2%
Other	0.0%

**Total LHD Funding Amount:** \$15,642,701

**Target Unduplicated Reach:** 21,000

### Intervention Channels:

Adult Education and Job Training Sites, CalFresh Offices, Churches, Community-based Organizations, Community Centers, Consulate, Direct Service Providers, Food Banks, Public/Community Health Centers, Schools, WIC Programs

### Narrative Summary:

The Los Angeles County Department of Public Health (LACDPH) plans to build the capacity of low-income neighborhoods to improve nutrition and prevent obesity by awarding approximately 50% of the LHD funding to the community-based partner agencies conducting approved interventions directly to the SNAP-Ed eligible population in LA County. LACDPH will develop a request for proposals (RFP) in order to select and enter into agreements with these key partner organizations tasked with implementing required components of the *NEOP*-LHD scope of work. The selected entities may include school districts, cities, faith and community-based organizations that provide services aligned with *NEOP*-LHD requirements. Prior to these contracts being executed, LACDPH will conduct direct nutrition education through classes provided at WIC centers and other qualifying locations as identified.

LACDPH also plans to provide leadership and technical assistance to the community-level partners by internally strengthening infrastructure within the department in the areas of research, evaluation, and administration. More broadly, LACDPH will build partnerships with

key local stakeholders across various sectors to create a comprehensive multi-level approach to empower and enable the SNAP-Ed eligible population in LA County to select healthy foods and beverages and increase physical activity through nutrition education, social marketing and environmental supports

# Orange County Health Care Agency

*"Orange County Health Care Agency is dedicated to protecting and promoting the optimal health of individuals, families, and our diverse communities through partnerships, community leadership, assessment of community needs, planning and policy development, prevention and education and quality services."*

**Website:** <http://ochealthinfo.com/>

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## Orange County Demographics

Total Population: 3,090,132  
 SNAP-Ed Population: 798,969  
 Population below FPL: 10.9%

### Population by Ethnicity

White	43.1%
Black/African American	2.0%
American Indian/Alaskan Native	1.1%
Asian	18.9%
Hispanic/Latino	34.1%
Other	0.8%

**Total LHD Funding Amount:** \$4,096,008

**Target Unduplicated Reach:** 29,520

### Intervention Channels:

Adult Education & Job Training Sites, CalFresh Offices, Churches, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Libraries, Migrant Education Parent Sites, Public/Community Health Centers, Public Housing, Schools, WIC Programs, Youth Education Sites

### Narrative Summary:

The Health Care Agency (HCA) provides public health services to three million residents, The Health Care Agency (HCA) provides public health services to three million residents, including over 700,000 low-income individuals. HCA-Nutrition Services implements the *NEOP* activities and coordinates with public health, social services and community partners to provide nutrition education to eligible individuals of all ages through individual and group education, participation in events, displays and materials distribution. Special efforts will be made to reach families in homeless and recovery shelters. Good nutrition and food management skills are essential to their future success. Efforts will also target families living in public housing and children in high need schools and areas. HCA will coordinate with non-profit agencies, 7 subgrantees and over 50 locally-recognized Champion Moms on these parent and youth nutrition education and engagement projects. HCA will direct the County Nutrition Action Plan to help ensure coordination among local USDA-funded nutrition programs and conduct *CX3* neighborhood activities to improve access to healthy foods and promote community involvement. Nutrition

messages will reach large audiences through classes, displays, health fairs and events at County facilities, including CalFresh offices, and qualifying community sites, such as food assistance sites, worksites, faith-based sites and retail grocery stores. Process, formative and impact/outcome evaluation will be conducted.

# City of Pasadena Public Health Department

*"Pasadena Public Health Department has been responsible for helping protect, maintain and improve the health of the Pasadena community."*

## Pasadena Demographics

Total Population:	138,547
SNAP-Ed Population:	45,410
Population below FPL:	12.8%

**Website:**

<http://www.ci.pasadena.ca.us/publichealth/>

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## Population by Ethnicity

White	38.8%
Black/African American	10.7%
American Indian/Alaskan Native	0.6%
Asian	14.3%
Hispanic/Latino	33.8%
Other	1.8%

**Total LHD Funding Amount:** \$515,749

**Target Unduplicated Reach:** 20,000

**Intervention Channels:**

Community Centers, Farmers Markets, Head Start Programs, Public/Community Health Centers, WIC Programs, Youth Educations Sites

**Narrative Summary:**

The Pasadena Public Health Department Nutrition and Physical Activity Program's foremost goal is for program participants to better understand the importance of both daily fruit and vegetable consumption and physical activity. This *NEOP* funded program is successful in reaching an impressive number of Cal Fresh eligible adults through nutrition and physical activity promotion classes and special events. Education ranges from single subject nutrition presentations and workshops to a four-part integrated class series. Positive feedback, directly from participants or through the partnering community agencies, have been extremely favorably. Based on the identified target populations, the majority of these programs have been presented in Spanish for monoligual and bilingual Spanish-speaking community members. Participants are very appreciative of the classes/materials and other nutrition outreach efforts conducted in their native language.

In addition to these health education services, the Program actively attends and participates in community-wide meetings, for networking and partnering opportunities with other agencies, in order to provide direct program services or to enhance other existing community services provided. The Program works to integrate outreach, education, and *NEOP* efforts to implement sustainable health changes. *NEOP* nutrition education at Pasadena Head Start sites is targeted only to parents and caregivers.

# Ventura County Public Health Department

*"The mission of Ventura County Public Health Department is to empower the community, promote health and emergency preparedness, and prevent disease, injury, and disability"*

## Ventura County Demographics

Total Population: 835,981  
 SNAP-Ed Population: 211,432  
 Population below FPL: 9.9%

**Website:** <http://www.vchca.org/public-health>

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### Population by Ethnicity

White	47.7%
Black/African American	2.2%
American Indian/Alaskan Native	1.8%
Asian	7.3%
Hispanic/Latino	41.2%
Other	0.0%

**Total LHD Funding Amount:** \$1,304,542

**Target Unduplicated Reach:** 4,100 – 5,000

### Intervention Channels:

CalFresh Offices, Community Centers, Elderly Service Centers, Farmworker Training & Education Center, Food Banks, Libraries, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, Vocational Skills Center, WIC Programs, Worksites, Youth Education Sites

### Narrative Summary:

The goal of the LHD is to provide infrastructure, coordinate local efforts, and collaborate with partners and stakeholders to maximize the impact of activities that address and promote healthy eating, active living, access to healthy food, obesity prevention, and prevention of other diet and physical activity related chronic diseases. Activities target primarily Latino households in SNAP-Ed eligible neighborhoods across Ventura County. The Program seeks to reach residents where they live, work, learn, shop, and where they typically congregate to participate in other activities. Efforts focus on culturally appropriate interventions that promote healthy eating, increased fruit and vegetable consumption and physical activity, delivered in diverse venues, in collaboration with local partners such as community based organizations, school districts, city housing authority, city park and recreation departments, and affordable housing developers. Examples include: interactive and practical nutrition education workshops that include food and physical activity demonstration; community engagement activities through *CX3* assessment and implementation; community and partner input through partnership and coalition participation; education around *Rethink Your Drink* efforts at community events, utilizing interactive displays and through media outlets, such as radio interviews. The long term goal is to continue to build on the existing partners to create an environment for local families, in which the healthy choice is the easy choice for everyone.

# Inland Desert Center

*Imperial • Inyo • Riverside • San Bernardino • San Diego*

<p><b><i>Training Resource Center</i></b>                  The Regents of the University of California,                  UC San Diego                  9500 Gilman Drive                  La Jolla, CA. 95093-0927                  4305 University Ave., Suite 590, San Diego,                  CA 92105                  858-822-5180</p>	
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**Project Coordinator**

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**Collaborative Coordinator**

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**Training Coordinator**

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# Inyo County Health & Human Services

*"The County of Inyo Health & Human Services Public Health Division promotes and protects the health of all County residents and visitors in service of the well-being of the community."*

**Website:** <http://www.inyocounty.us>

**Ms. April Eagan**  
 Inyo county Health & Human Services  
 Prevention  
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 Bishop, CA 93514  
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[aeagan@inyocounty.us](mailto:aeagan@inyocounty.us)

## Inyo County Demographics

Total Population: 18,495  
 SNAP-Ed Population: 7,910  
 Population below FPL: 11.7%

### Population by Ethnicity

White	81.8%
Black/African American	0.8%
American Indian/Alaskan Native	12.7%
Asian	1.5%
Hispanic/Latino	20.3%
Other	0.0%

**Total LHD Funding Amount:** \$63,683

**Target Unduplicated Reach:** 637

### Intervention Channels:

CalFresh Offices, Community Centers, Elderly Services Centers, Emergency Food Assistance Sites, Farmers Markets, Head Start Programs, Public/Community Health Centers, TANF Job Readiness Program, WIC Programs

### Narrative Summary:

The health department (LHD) provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in Inyo county. The LHD will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

The LHD will be responsible to: 1) conduct 2 - 5 series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 4) conduct community events reaching SNAP-Ed eligible individuals or groups; 5) establish coalitions and partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.

# Imperial County Public Health Department

*"The mission of the Imperial County Public Health Department is to protect and promote the health of our county through organized community efforts to assess needs, develop policies, and assure the provision of services."*

## Imperial County Demographics

Total Population: 176,948  
 SNAP-Ed Population: 78,734  
 Population below FPL: 23.3%

Website: <http://www.icphd.org/>

### Population by Ethnicity

**Ms. Yoli Viviana Sanchez**  
 Program Supervisor  
 935 Broadway Street  
 El Centro, CA 92243-2349  
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 Fax: (760) 352-9933  
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White	13.1%
Black/African American	3.7%
American Indian/Alaskan Native	2.6%
Asian	2.3%
Hispanic/Latino	81.2%
Other	0.0%

**Total LHD Funding Amount:** \$580,495

**Target Unduplicated Reach:** 3,100

### Intervention Channels:

Ault Education & Job Training Sites, Doctor Office, Calexico Chamber of Commerce, CalFresh Offices, Community Centers, Family Resource Center, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Public Housing, Schools, WIC Programs, Youth Education Sites

### Narrative Summary:

The Imperial County Public Health Department's (ICPHD) main objectives are to strengthen SNAP-Ed collaboration, solidify the CNAP team, and enable SNAP-Ed eligible community members to select healthy foods and beverages, and increase physical activity through nutrition education, social marketing and environmental supports. ICPHD staff intends to work in partnership with local community groups and agencies, and community members, and others who are interested in promoting healthy foods and beverages and physical activity. Our efforts to promote healthy eating and physical activity will focus on the 2010 Dietary Guidelines at approved SNAP-Eligible sites throughout Imperial County and will include the following interventions:

- a) Implementation of nutrition education series
- b) Promotion of *Rethink Your Drink Campaign* messages
- c) Coordination and convening of the CNAP team
- d) Completion of the *CX<sup>2</sup>* assessment process in small neighborhoods and implementation of interventions and environmental supports

- e) Community engagement to identify food and beverage strategies to increase access and consumption of healthy foods and beverages
- f) Creation of a formative evaluation plan that focuses on nutrition education, obesity prevention interventions and environmental support
- g) Recruitment and retention of peer educators who will promote food security and individual, family and organizational changes among SNAP-Ed-eligible members.

# County of Riverside Department of Public Health

*"The County of Riverside Department of Public Health promotes and protects the health of all County residents and visitors in service of the well-being of the community."*

**Website:** <http://www.rivcoph.org/>

**Ms. Nancy Allende, R.D.**  
 Supervising Nutritionist  
 4065 County Circle Drive, Suite 207  
 Riverside, CA 92503  
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[nallende@rivcocha.org](mailto:nallende@rivcocha.org)

## Riverside County Demographics

Total Population: 2,268,783  
 SNAP-Ed Population: 782,596  
 Population below FPL: 14.2%

### Population by Ethnicity

White	38.5%
Black/African American	7.0%
American Indian/Alaskan Native	1.9%
Asian	6.6%
Hispanic/Latino	46.5%
Other	0.0%

**Total LHD Funding Amount:** \$3,624,431

**Target Unduplicated Reach:** 19,000

### Intervention Channels:

Churches, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Libraries, Public Housing, Schools, Shelters, TANF Job Readiness Programs, WIC Programs, Youth Education Sites

### Narrative Summary:

The Riverside County Department of Public Health (RCDOPH) will empower and enable Riverside County' residents  $\leq$  185% Federal Poverty Level to select healthy foods and beverages and increase physical activity through nutrition education, social marketing and environmental supports. As the lead agency, the approach will be to implement comprehensive local nutrition education and obesity prevention programs with local partners from multiple sectors, such as; school districts, retail industry, worksites, and community based organizations in efforts to build capacity in reaching the target audience and advancing change in the county's obesity efforts targeting low income residents.

A demographic assessment will be completed in FFY13 and compared to the demographic profile at the end of FFY.16. To achieve the LHD goals, the staff will continue working with the CalFresh Director or designee, participate in *CX<sup>o</sup>* neighborhood assessments, teach nutrition education classes which align with the 2010 Dietary Guidelines for Americans and MyPlate, participate in community events and *Rethink Your Drink* activities and identify, train and engage peers and youth in their communities. Throughout the project evaluation measures will be used.

# County of San Bernardino Department of Public Health

*“The mission of San Bernardino Department of Public Health is to satisfy our customers by providing community and preventive health services that promote and improve the health, safety, well-being, and quality of life of San Bernardino County residents and visitors”*

**Website:**

<http://www.sbcounty.gov/dph/publichealth/Default.aspx>

**Ms. Jeanne Silberstein**  
 Project Director  
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 San Bernardino, CA 92415-0010  
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**San Bernardino County Demographics**

Total Population: 2,081,313  
 SNAP-Ed Population: 766,197  
 Population below FPL: 16.0%

Population by Ethnicity

White	32.0%
Black/African American	9.6%
American Indian/Alaskan Native	2.0%
Asian	7.0%
Hispanic/Latino	50.5%
Other	0.0%

**Total LHD Funding Amount:** \$3,940,304

**Target Unduplicated Reach:** 13,081

**Intervention Channels:**

CalFresh Offices, Community Centers, Farmers Markets, Food Banks, Food Stores, Head Start Programs, Public/Community Health Centers, Schools, WIC Programs

**Narrative Summary:**

The San Bernardino County Department of Public Health Nutrition Program aims to prevent obesity and counter poor nutrition and physical inactivity through the delivery of direct nutrition and physical activity education empowering SNAP/Cal Fresh individuals and families to choose and prepare nutritious foods and to be physically active. Classes will convene in schools and community centers to educate and engage students, parents and staff; trained Program personnel and Community Health Leaders will facilitate classes and track outcomes using allowable interventions, programs and materials. Simultaneously, the Program will form alliances and partner with municipal governments, schools and universities, public and private agencies, local print and broadcast media, businesses, community and faith-based organizations to identify gaps in access to nutritious food and physical activity, and the dissemination of accurate nutrition information to improve nutritional status by supporting increased access and availability of fruits and vegetables, health promoting foods and beverages, physical activity and nutrition assistance programs to County residents. Participation in the County Nutrition Action

Plan Team and Healthy Communities Program will continue to build on well-established partnerships to increase consistent nutrition messaging throughout the County and develop and implement multi-sectoral obesity prevention strategies using evidence-based public health approaches in eligible neighborhoods.

# County of San Diego, Public Health Services

*“County of San Diego, Public Health Services’ mission is to promote and improve quality of life by preventing disease, injury and disability, by protecting against and responding to health threats and disasters.”*

## San Diego County Demographics

Total Population: 3,177,063  
 SNAP-Ed Population: 969,435  
 Population below FPL: 15.0%

**Website:**

<http://insite.sdcountry.ca.gov/hhsa/phs/>

**Ms. April A. Fernandez, MAS**  
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### Population by Ethnicity

White	47.5%
Black/African American	4.8%
American Indian/Alaskan Native	0.4%
Asian	11.2%
Hispanic/Latino	32.7%
Other	3.4%

**Total LHD Funding Amount:** \$4,288,692

**Target Unduplicated Reach:** 42,637

**Intervention Channels:**

Adult Education & Job Training Sites, CalFresh Offices, Churches, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Foster Group Homes, Head Start Programs, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters, TANF Job Readiness Sites, WIC Programs, Worksites, Youth Education Sites

**Narrative Summary:**

The County of San Diego will continue to provide nutrition education and obesity prevention services to eligible SNAP-Ed residents, promoting the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and levels of physical activity among the SNAP-Ed eligible population. In FFY 14, the County will 1) conduct 5-class series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community, 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities, 3) Implement *Network* allowable nutrition education interventions and obesity prevention strategies in at least 50% of Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX<sup>3</sup>) assessed neighborhoods, 4) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments, 5) conduct community engagement events in order to establish consensus on community priority issues directly related to the CX<sup>3</sup> or other community assessments or reassessments in eligible neighborhoods, 6) conduct community events reaching SNAP-Ed eligible individuals or groups,

7) conduct training(s) of service providers including representatives of peer-to-peer ("Champions") of SNAP-Ed-eligible families, youth and community groups in SNAP-Ed-eligible venues/census tracts, 8) select and implement allowable evidence-based strategies from the approved Network Policy, Systems and Environmental Change Matrix and 9) Through the County Nutrition Action Plan (CNAP), establish coalitions and partnerships with SNAP-Ed implementing state agencies, Adult Education & Job Training Sites, CalFresh Offices, Churches, Community Centers, Elderly Service Centers, Farmers Markets, Food Banks, Food Stores, Foster Group Homes, Head Start Programs, Libraries, Public/Community Health Centers, Public Housing, Schools, Shelters, TANF Job Readiness Sites, WIC Programs, Schools, Worksites, Retail, Faith-based Sites for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.



**V.**

***Local Food and Nutrition  
Education (LFNE) Projects***

## Asian Health Services

*"Our mission is to serve and advocate for the medically underserved, including the immigrant and refugee Asian community, and to assure equal access to health care services regardless of income, insurance status, language, or culture"*

**Website:** <http://www.asianhealthservices.org/>

**Ms. Jen Lee**

Project Coordinator  
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Oakland, CA 94607

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[jlee@ahschc.org](mailto:jlee@ahschc.org)

**Total LHD Funding Amount:** FFY 13 \$85,000 - FFY 14 \$90,000

**Target Unduplicated Reach:** 254

**Intervention Channels:**

Churches, Community Centers, Community Health Center, Elderly Services Centers, Public Housing, Schools, Senior Low-Income Housing, Senior Housing, Youth Education Sites

**Narrative Summary:**

Asian Health Services will provide linguistically and culturally competent nutrition, physical activity and SNAP Education at the AHS' main clinic site and at community sites in Chinatown and East Oakland. Culturally adapted educational workshops on nutritional and physical health will be conducted with AHS patients, Patient Leadership Council members and community members. Curriculum and educational materials presented in the workshops will be developed, refined and translated for members of the Asian community.

## Community Alliance with Family Farmers

*"Community Alliance with Family Farmers is a non-profit organization advocating for family farmers and sustainable agriculture across California in order to create locally based economic strength, improved human and environmental health, as well as long-term preservation of local agriculture."*

**Website:** <http://caff.org/>

**Ms. Michelle Wyler**  
Humboldt Regional Manager  
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[michelle@caff.org](mailto:michelle@caff.org)

**Total LHD Funding Amount:** FFY 13 \$83,356 - FFY 14 \$89,154

**Target Unduplicated Reach:** 615

**Intervention Channels:**

Churches, Community Centers, Head Start Programs, Schools

**Narrative Summary:**

Community Alliance with Family Farmers will provide nutrition education to SNAP-Ed parents, children age 0-5, and staff at ten qualifying playgroup sites throughout Humboldt County. Pre-surveys taken by staff and parents will direct the path for interventions promoting healthy eating behaviors and increased fruit and vegetable consumption. Interventions will include the Harvest of the Month program, training of playground staff to positively influence families and hands-on nutrition education opportunities through annual tours of farms, farmers' markets, and grocery stores.

## California State University, Chico, Research Foundation – SCNAC

*“SCNAC’s mission is to promote diet and physical activity behavior change in Northern California via education programs with a focus on increasing fruit and vegetable consumption, physical activity and participation in government nutrition assistance programs.”*

**Website:** <http://www.csuchico.edu/cnap/scnac/>

**Ms. Cindy Wolff, RD, PhD**

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The CSU, Chico Research Foundation  
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**Total LHD Funding Amount:** FFY 13 \$85,000 - FFY 14 \$90,000

**Target Unduplicated Reach:** 75,000

**Intervention Channels:**

Adult Rehabilitation Centers, Community Centers, Elderly Services Centers, Faith-Based Organizations, Farmers Markets, Food Banks, Head Start Programs, Indian tribal Organizations, Public/Community Health Centers, Public Housing, Schools, Shelters, Youth Education Sites

**Narrative Summary:**

CNAP proposes to increase preference for and consumption of healthy food through cooking enhanced nutrition education and classes for approximately 256 adults and children in three Butte County CX3 neighborhoods. During each Get Cookin’ class, participants will prepare a healthful recipe and engage in at least one tasting and other related nutrition education activities. The series will be held in English, Hmong and Spanish using the Cooking Matters curriculum and at least three participants will be recruited and trained to serve as community leaders in future cooking enhanced nutrition education classes.

## Education and Leadership Foundation

*"The Education and Leadership Foundation (ELF) embraces a mission of promoting educational opportunities and leadership development for all students. It accomplishes its mission by offering internships, scholarships and community service opportunities."*

**Website:** <http://www.education-leadership.org>

**Ms. Maria Lemus**

Program Administrator

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**Total LHD Funding Amount:** FFY 13 \$85,000 - FFY 14 \$90,000

**Target Unduplicated Reach:** 1,000

**Intervention Channels:**

Community Centers, Farmers Markets, Youth Education Sites

**Narrative Summary:**

The Education and Leadership Foundation is implementing Choose Health: Nutrition and Physical Education for a Healthy Lifestyle to promote increased fruit and vegetable consumption, healthy beverages consumption, daily physical activity, and increased participation in the SNAP. A series of hands-on nutritional activities and physical activity lessons given to over 1,000 participants will be conducted in six communities within rural Fresno County. Four Champions of Change from each community will be trained as health advocates to support project goals and sustain benefits of the program after the funding period.

## FAME Assistance Corporation

*"FAME Corporation's Health Services Division is dedicated to bringing better health through education and environmental change to all Californians, with a specific focus on low-income communities of color in urban Los Angeles suffering from some of the worst health outcomes in the nation and experiencing poor overall health."*

**Website:** <http://www.famecorporations.org/health.htm>

**Ms. Heather Hays**

Project Coordinator

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**Total LHD Funding Amount:** FFY 13 \$85,000 - FFY 14 \$90,000

**Target Unduplicated Reach:** 440

**Intervention Channels:**

Public Housing

**Narrative Summary:**

FAME Assistance Corporation's (FAC) Champion Empowerment Program located at 3 public housing projects in South Los Angeles will directly train 40 community nutrition educators, and indirectly teach a total of 400 in the area of nutrition education and access to healthy and affordable foods. Additionally, a community health engagement event will be offered at each public housing project to reach an additional 150 unduplicated NEOP eligible participants. Community residents at each housing site will play a fundamental role in implementing the project because they will be trained champions serving as peer educators, participants attending the education programs and organizers of the community health event.

## Familia Center

*"Familia Center is a family resource center providing culturally appropriate health care services, nutritional programs and family resources which empower residents of the low-income Latino community who struggle with poverty, exclusion and racism."*

**Website:** <http://communitybridges.org/familiacenter.html>

**Ms. Yolanda Henry**

Project Coordinator

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[yolandah@cbridges.org](mailto:yolandah@cbridges.org)

**Total LHD Funding Amount:** FFY 13 \$85,000 - FFY 14 \$90,000

**Target Unduplicated Reach:** 670

**Intervention Channels:**

Community Centers, Emergency Food Assistance Sites, Public Housing

**Narrative Summary:**

Familia Center will encourage a healthy lifestyle in Latino families through interactive nutrition education, physical activity and CalFresh at Familia Center pantry and affordable housing sites in the city of Santa Cruz. Familia Center proposes to expand the Pantry Program to include nutrition education for 80+ household participants accessing the twice-monthly food distributions, 3 public housing complexes and one community center located in a low-income census tract. Volunteers and health promoters operating the Pantry Program will familiarize Latino immigrant households with healthier food choices such as locally grown produce in the Central Coast area, as well as promote alternative types of physical activity and encourage enrollment in the CalFresh program.

## Family HealthCare Network

*"Family HealthCare Network is a private, non-profit community-based organization providing a full array of quality health care services to over 100,000 community members within Tulare and Kings County who lack access to any other source of health care, because of financial, linguistic, cultural, geographic or transportation barriers."*

**Website:** <https://www.fhcn.org/en/Home/tabid/38/Default.aspx>

**Marisol de la Vega Cardosa**

Project Coordinator

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**Total LHD Funding Amount:** FFY 13 \$85,000 - FFY 14 \$90,000

**Target Unduplicated Reach:** 450

**Intervention Channels:**

Adult Education and Job Training Sites, Public Housing

**Narrative Summary:**

Family HealthCare *Network* is proposing to provide 1,350 children and adults with nutrition education classes and increase physical activity in the isolated rural community of Goshen, California. With the support of the local community, this program will offer nutrition sessions one day a week through Family HealthCare Center Goshen site, CSET, Self-Help Enterprise (public housing). One Registered Dietitian and up to five trained community Promotoras will deliver the nutrition education message through cooking demonstrations, taste tests, outreach promotions, interactive handouts, flip charts, and other activities. This program will offer resources to a community that currently has limited access to any nutrition education or physical activity opportunities.

## Community Partners for RootDown LA

*"RootDown LA's mission is to confront obesity and related health issues in South Los Angeles by first revolutionizing youth attitudes towards eating veggies, then transforming them into advocates for healthy food changes in their communities."*

**Website:** <http://rootdownla.org/>

**Ms. Megan Hanson**  
1000 N Alameda Street, Suite 240  
Los Angeles, CA 90012  
Phone: (415) 722-2248  
[megan@rootdownla.org](mailto:megan@rootdownla.org)

**Total LHD Funding Amount:** FFY 13 \$84,192 - FFY 14 \$89,930

**Target Unduplicated Reach:** 495

### **Intervention Channels:**

Community Centers, Farmers Markets, Food Stores, Individual Homes, Public Housing, Schools, Worksites, Youth Education Sites

### **Narrative Summary:**

RootDown LA is launching its' *You're Gonna Wanna Eat Your Veggies* campaign running in three communities, two in South Los Angeles and the third in the adjacent city of Inglewood. Led by Youth Leaders who are now training in basic nutrition, cooking, horticulture and entrepreneurial programs, the campaign promotes building the demand for fresh produce, connecting consumers to affordable supplies of fresh produce, and encouraging overall healthier lifestyles. The campaign is focused in three communities where working partnerships with other organizations on food justice, economic development, community-supported agriculture, and cooperative education models have already been developed.

## San Ysidro Health Center

*"The mission of San Ysidro Health Center (SYHC) is to improve the health and well-being of our community's traditionally underserved and culturally diverse people by providing low-cost, primary health care services to South Bay and Central/Southeastern San Diego."*

**Website:** <http://www.syhc.org/>

**Ms. Caryn Sumek**  
Director of Research and Health Promotion  
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[csumek@syhc.org](mailto:csumek@syhc.org)

**Total LHD Funding Amount:** FFY 13 \$85,000 - FFY 14 \$90,000

**Target Unduplicated Reach:** 425

### **Intervention Channels:**

Churches, Community Centers, Elderly Service Centers, Farmers Markets, Head Start Programs, Public Housing, Public/Community Health Centers, Schools

### **Narrative Summary:**

The Community-Based Multicultural Cooking Project enables SYHC to modify the health center's Salsita nutrition education program to include culturally relevant curricula tailored to African-American and Asian Pacific community members living in Central and Southeast San Diego. Salsita is a nutrition education and cooking class series for school-aged children and their families that targets the prevention and intervention of childhood obesity and other diet-related chronic diseases in the Latino community. The project will include innovative and culturally competent health education curricula that promotes fruit and vegetable consumption and physical activity, featuring a different cultural theme each week to represent the diverse communities of Central and Southeast San Diego. Additionally, the project will focus on making the Multicultural Cooking curriculum a sustainable resource for the community through strategic partnerships and pursuing additional funding opportunities.

## Vista Community Clinic

*"The mission of Vista Community Clinic is to provide quality health care and health education to the community focusing on those facing economic, social or cultural barriers, by delivering affordable, comprehensive, quality health care through effective, efficient and fiscally sound management."*

**Website:** <http://www.vistacommunityclinic.org/>

**Ms. Silvia Alcantar**

MCH Program Manager

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Fax: (760) 414-3701

[salcantar@vistacommunityclinic.org](mailto:salcantar@vistacommunityclinic.org)

**Total LHD Funding Amount:** FFY 13 \$85,000 - FFY 14 \$90,000

**Target Unduplicated Reach:** 420

**Intervention Channels:**

Head Start Programs, Public Housing, Public/Community Health Centers

**Narrative Summary:**

Vista Community Clinic will conduct an intensive nutrition education intervention aimed at providing the information, tools and support necessary to change longstanding, entrenched eating habits, thereby improving overall health and reducing documented disparities in obesity and chronic disease. Targeted communities and community members share socioeconomic attributes correlated with overall higher rates of obesity, diabetes, heart disease and cancer than the general population. The intervention will consist of a series of nutritional education sessions addressing the lack of access to fresh fruits and vegetables and the promotion of local farmers markets and community gardens. Evaluation activities will assess changes in fruit, vegetable and water consumption, as well as physical activity and nutrition knowledge.



# **VI.**

## **Non-Profit Lead Agencies**

## Chico State Research Foundation

*"The purpose of the Research Foundation is to help develop and administer those activities that aid and supplement the educational mission of CSU, Chico"*

**Website:** <http://www.csuchico.edu/rfdn/index.php>

**Ms. Cindy Wolff, MPA, PhD, RD**  
Executive Director, Center for Nutrition and  
Activity Promotion  
The CSU, Chico Research Foundation  
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Phone: (530) 898-5288  
Fax: (530) 898-5382  
  
[cwolff@csuchico.edu](mailto:cwolff@csuchico.edu)

**Total LHD Funding Amount:** FFY 14 \$285,013

**Target Unduplicated Reach:** 2,340

**Intervention Channels:** Schools, Parents, WIC Clinics, Farmers Markets, Community Health Centers

### **Narrative Summary:**

The local health departments (LHDs) provide nutrition education and obesity prevention services to eligible SNAP-Ed residents in Colusa and Glenn Counties. The LHDs will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

The LHDs will be responsible to: 1) conduct 2 - 5 series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 4) conduct community events reaching SNAP-Ed eligible individuals or groups; 5) select and implement allowable evidence-based strategies from approved Network Policy, Systems and Environmental Change Matrix and 6) establish coalitions and partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.

## El Dorado County Vision & Health Coalition for El Dorado County

**Website:** <http://www.edhvisioncoalition.org/>

**DJ Peterson, B.S.,M.P.A**

Executive Director

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El Dorado Hills, CA 95762

**Phone:** 916-941-8482

**Fax:** 916-965-2353

[djpeterson99@sbcglobal.net](mailto:djpeterson99@sbcglobal.net)

**Total LHD Funding Amount:** FFY 14 \$200,000

**Target Unduplicated Reach:** 2,000

**Intervention Channels:** CalFresh Offices, Public Housing, Head Start, Family Resource Centers, Food banks and WIC.

### **Narrative Summary:**

The El Dorado Hills Community Vision, Inc. provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in El Dorado county/city. The El Dorado Hills Community Vision, Inc. will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

The El Dorado Hills Community Vision, Inc. will be responsible to: 1) conduct 2 - 5 series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) conduct a Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) or other community assessment in SNAP-Ed eligible low-income neighborhoods and share results with various local stakeholders, community members and community organizations; 4) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 5) conduct community engagement events in order to establish consensus on community priority issues directly related to the CX3 or other community assessments or reassessments in eligible neighborhoods; 6) conduct community events reaching SNAP-Ed eligible individuals or groups; 7) conduct training(s) of service providers including representatives of peer-to-peer ("Champions") of SNAP-Ed-eligible families, youth and community groups in SNAP-Ed-eligible venues/census tracts; 8) select and implement allowable evidence-based strategies from approved Policy, Systems and Environmental Change Matrix and 9) establish coalitions and partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.

## Health Education Council for Placer County

"The Health Education Council is dedicated to providing access, education, advocacy, and training to empower individuals towards a healthy life."

**Website:** <http://www.healtheducouncil.org/>

### **Sarbdip Thandi**

Program Manager  
3950 Industrial Blvd., Ste. 600  
West Sacramento, CA 95691

**Phone:** 916-556-3344

**Fax:** 916-446-0427

[sthandi@healtheducationcouncil.org](mailto:sthandi@healtheducationcouncil.org)

**Target Unduplicated Reach:** 5,362

**Intervention Channels:** CalFresh Offices, Family Resource Centers, Food Pantries, Emergency Food Sites, Health Clinics, and Shelters

### **Narrative Summary:**

The Health Education Council (HEC) provides nutrition education and obesity prevention services to eligible SNAP-Ed residents in Sacramento County. HEC will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

HEC will be responsible to: 1) conduct 2 - 5 series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) Implement *Network* allowable nutrition education interventions and obesity prevention strategies in at least 50% of CX3 assessed neighborhoods. 4) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 5) conduct community engagement events in order to establish consensus on community priority issues directly related to the CX3 or other community assessments or reassessments in eligible neighborhoods; 6) conduct community events reaching SNAP-Ed eligible individuals or groups; 7) conduct training(s) of service providers including representatives of peer-to-peer ("Champions") of SNAP-Ed-eligible families, youth and community groups in SNAP-Ed-eligible venues/census tracts; 8) select and implement allowable evidence-based strategies from approved Policy, Systems and Environmental Change Matrix and 9) establish coalitions and partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.

## Kings County Community Action Partnership for Kings County

*"Working as a team, KCAO will seek and provide programs that develop self-sufficiency in individuals, families, and communities within Kings County."*

**Website:** <http://www.kcao.org/>

**Jeff Garner**  
Executive Director  
1130 N. 11<sup>th</sup> Ave., Hanford, CA 93230

**Phone:** 559-582-4386  
**Fax:** 559-582-2146

jgarner@kcao.org

**Total LHD Funding Amount:** FFY 14 \$452,849

**Target Unduplicated Reach:** 4,500

**Intervention Channels:** CalFresh Offices, Family Resource Centers, Food Pantries, Emergency Food Sites, Health Clinics, and Shelters, Weatherization programs.

### **Narrative Summary:**

The Kings Community Action Organization (KCAO) provides nutrition education and obesity prevention services to 4,528 eligible SNAP-Ed residents in the County of Kings. KCAO will promote the 2010 Dietary Guidelines to increase consumption and access to healthy foods and drinks, decrease consumption of and access of less healthy foods and drinks, and increase opportunities and activity levels of physical activity among the SNAP-Ed eligible population.

KCAO will be responsible to: 1) conduct 2 - 5 series nutrition education classes and/or one time classes/workshops for SNAP-Ed eligible individuals in the community; 2) conduct nutrition education activities in support of local and regional healthy foods/beverage education efforts to reach SNAP-Ed eligible individuals in qualifying communities; 3) Share Communities of Excellence in Nutrition, Physical Activity and Obesity Prevention (CX3) assessment results with various local stakeholders, community members, and community organizations. Implement Network allowable nutrition education interventions and obesity prevention strategies in at least 50% of CX3 assessed neighborhoods; 4) coordinate local media activities to highlight nutrition and physical activity events, campaigns or accomplishments; 5) conduct community engagement events in order to establish consensus on community priority issues directly related to the CX3 or other community assessments or reassessments in eligible neighborhoods; 6) conduct community events reaching SNAP-Ed eligible individuals or groups; 7) conduct training(s) of service providers including representatives of peer-to-peer ("Champions") of SNAP-Ed-eligible families, youth and community

groups in SNAP-Ed-eligible venues/census tracts; 8) select and implement allowable evidence-based strategies from approved Policy, Systems and Environmental Change Matrix and 9) establish coalitions and partnerships for the purpose of addressing community-specific consensus issues/initiatives impacting SNAP-Ed population.



# **VII.**

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## 2014 California Congressional Delegation

\*Click on the District # for detailed information

Dist #	Representative		Party	Room	Building	Phone
1	Doug	LaMalfa	R	506	Cannon	(202) 225-3076
2	Jared	Huffman	D	1630	Longworth	(202) 225-5161
3	John	Garamendi	D	2438	Rayburn	(202) 225-1880
4	Tom	McClintock	R	434	Cannon	(202) 225-2511
5	Mike	Thompson	D	231	Cannon	(202) 225-3311
6	Doris	Matsui	D	2434	Rayburn	(202) 225-7163
7	Ami	Bera	D	1408	Longworth	(202) 225-5716
8	Paul	Cook	R	1222	Longworth	(202) 225-5861
9	Jerry	McNerney	D	1210	Longworth	(202) 225-1947
10	Jeff	Denham	R	1730	Longworth	(202) 225-4540
11	George	Miller	D	2205	Rayburn	(202) 225-2095
12	Nancy	Pelosi	D	235	Cannon	(202) 225-4965
13	Barbara	Lee	D	2267	Rayburn	(202) 225-2661
14	Jackie	Speier	D	211	Cannon	(202) 225-3531
15	Eric	Swalwell	D	501	Cannon	(202) 225-5065
16	Jim	Costa	D	1314	Longworth	(202) 225-3341
17	Mike	Honda	D	1713	Longworth	(202) 225-2631
18	Anna	Eshoo	D	241	Cannon	(202) 225-8104
19	Zoe	Lofgren	D	1401	Longworth	(202) 225-3072
20	Sam	Farr	D	1126	Longworth	(202) 225-2861
21	David	Valadao	R	1004	Longworth	(202) 225-4695
22	Devin	Nunes	R	1013	Longworth	(202) 225-2523
23	Kevin	McCarthy	R	2421	Rayburn	(202) 225-2915
24	Lois	Capps	D	2231	Rayburn	(202) 225-3601
25	Buck	McKeon	R	2310	Rayburn	(202) 225-1956
26	Julia	Brownley	D	1019	Longworth	(202) 225-5811
27	Judy	Chu	D	1520	Longworth	(202) 225-5464
28	Adam	Schiff	D	2411	Rayburn	(202) 225-4176
29	Tony	Cardenas	D	1408	Longworth	(202) 225-6131
30	Brad	Sherman	D	2242	Rayburn	(202) 225-5911
31	Gary	Miller	R	2467	Rayburn	(202) 225-3201
32	Grace	Napolitano	D	1610	Longworth	(202) 225-5256
33	Henry	Waxman	D	2204	Rayburn	(202) 225-3976
34	Xavier	Becerra	D	1226	Longworth	(202) 225-6235
35	Gloria	McCleod	D	1641	Longworth	(202) 225-6161
36	Raul	Ruiz	D	1319	Longworth	(202) 225-5330
37	Karen	Bass	D	408	Cannon	(202) 225-7084
38	Linda	Sanchez	D	2423	Rayburn	(202) 225-6676
39	Ed	Royce	R	2185	Rayburn	(202) 225-4111
40	Lucille	Roybal-Allard	D	2330	Rayburn	(202) 225-1766
41	Mark	Takano	D	1507	Longworth	(202) 225-2305
42	Ken	Calvert	R	2269	Rayburn	(202) 225-1986
43	Maxine	Waters	D	2221	Rayburn	(202) 225-2201

<b>Dist #</b>	<b>Representative</b>		<b>Party</b>	<b>Room</b>	<b>Building</b>	<b>Phone</b>
44	Janice	Hahn	D	404	Cannon	(202) 225-8220
45	John	Campbell	R	2331	Rayburn	(202) 225-5611
46	Loretta	Sanchez	D	1114	Longworth	(202) 225-2965
47	Alan	Lowenthal	D	515	Cannon	(202) 225-7924
48	Dana	Rohrabachor	R	2300	Rayburn	(202) 225-2415
49	Darrell	Issa	R	2347	Rayburn	(202) 225-3906
50	Duncan	Hunter	R	223	Cannon	(202) 225-5672
51	Juan	Vargas	D	1605	Longworth	(202) 225-8045
52	Scott	Peters	D	2410	Rayburn	(202) 225-0508
53	Susan	Davis	D	1526	Longworth	(202) 225-2040

## 2014 California State Senators

District	Representative	Party	Room	Phone
1	Gaines, Ted	R	3070	(916) 651-4001
2	Evans, Noreen	D	4085	(916) 651-4002
3	Wolk, Lois	D	5114	(916) 651-4003
4	Nielsen, Jim	R	4062	(916) 651-4004
5	Galgiani, Cathleen	D	2059	(916) 651-4005
6	Steinberg, Darrell	D	205	(916) 651-4006
7	DeSaulnier, Mark	D	5035	(916) 651-4007
8	Yee, Leland Y.	D	4074	(916) 651-4008
9	Hancock, Loni	D	2082	(916) 651-4009
10	Corbett, Ellen M.	D	313	(916) 651-4010
11	Leno, Mark	D	5100	(916) 651-4011
12	Cannella, Anthony	R	3048	(916) 651-4012
13	Hill, Jerry	D	5064	(916) 651-4013
14	Berryhill, Tom	R	3076	(916) 651-4014
15	Beall, Jim	D	2068	(916) 651-4015
16	Vidak, Andy	R	3082	(916) 651-4016
17	Monning, Bill	D	4066	(916) 651-4017
18	Fuller, Jean	R	3063	(916) 651-4018
19	Jackson, Hannah-Beth	D	5080	(916) 651-4019
20	Padilla, Alex	D	4038	(916) 651-4020
21	Knight, Steve	R	2048	(916) 651-4021
22	de León, Kevin	D	5108	(916) 651-4022
23	Emmerson, Bill	R	5082	(916) 651-4023
24	Hernandez, Ed	D	2080	(916) 651-4024
25	Liu, Carol	D	5097	(916) 651-4025
26	Vacant, SD26	-	2059	(916) 651-4026
27	Payley, Fran	D	4035	(916) 651-4027
28	Lieu, Ted W.	D	4061	(916) 651-4028
29	Huff, Bob	R	305	(916) 651-4029
30	Calderon, Ron	D	5066	(916) 651-4030
31	Roth, Richard D.	D	4034	(916) 651-4031
32	Torres, Norma J.	D	3056	(916) 651-4032
33	Lara, Ricardo	D	5050	(916) 651-4033
34	Correa, Lou	D	5061	(916) 651-4034
35	Wright, Roderick D.	D	2032	(916) 651-4035
36	Anderson, Joel	R	5052	(916) 651-4036
37	Walters, Mimi	R	3086	(916) 651-4037
38	Wyland, Mark	R	4048	(916) 651-4038
39	Block, Marty	D	4090	(916) 651-4039
40	Hueso, Ben	D	2054	(916) 651-4040

## 2014 California State Assembly Members

District	Name	Party	Room	Phone
1	Dahle, Brian	R	2174	(916) 319-2001
2	Chesbro, Wesley	D	2041	(916) 319-2002
3	Logue, Dan	R	4158	(916) 319-2003
4	Yamada, Mariko	D	5160	(916) 319-2004
5	Bigelow, Franklin E.	R	4116	(916) 319-2005
6	Gaines, Beth	R	2130	(916) 319-2006
7	Dickinson, Rodger	D	2013	(916) 319-2007
8	Cooley, Ken	D	2188	(916) 319-2008
9	Pan, Richard	D	6005	(916) 319-2009
10	Levine, Marc	D	2137	(916) 319-2010
11	Frazier, Jim	D	3091	(916) 319-2011
12	Olsen, Kristen	R	2111	(916) 319-2012
13	Eggman, Susan Talamantes	D	2003	(916) 319-2013
14	Borilla, Susan	D	4140	(916) 319-2014
15	Skinner, Nancy	D	6026	(916) 319-2015
16	Buchanan, Joan	D	2148	(916) 319-2016
17	Ammiano, Tom	D	3146	(916) 319-2017
18	Bonta, Rib	D	6025	(916) 319-2018
19	Ting, Philip Y.	D	3173	(916) 319-2019
20	Quirk, Bill	D	2175	(916) 319-2020
21	Gray, Adam	D	6012	(916) 319-2021
22	Mullin, Kevin	D	3126	(916) 319-2022
23	Patterson, Jim	R	4102	(916) 319-2023
24	Gordon, Richard S.	D	3013	(916) 319-2024
25	Wieckowski, Bob	D	4016	(916) 319-2025
26	Conway, Connie	R	3104	(916) 319-2026
27	Campos, Nora	D	3160	(916) 319-2027
28	Fong, Paul	D	5016	(916) 319-2028
29	Stone, Mark	D	5155	(916) 319-2029
30	Alejo, Luis A.	D	2117	(916) 319-2030
31	Perea, Henry T.	D	3120	(916) 319-2031
32	Salas, Jr., Rudy	D	4162	(916) 319-2032
33	Donnelly, Tim	R	2002	(916) 319-2033
34	Grove, Shannon L.	R	4208	(916) 319-2034
35	Achadjian, Katcho	R	4098	(916) 319-2035
36	Fox, Steve	D	3132	(916) 319-2036
37	Williams, Das	D	3149	(916) 319-2037
38	Wilk, Scott	R	4153	(916) 319-2038
39	Bocanegra, Raul	D	4167	(916) 319-2039
40	Morrell, Mike	R	4144	(916) 319-2040

District	Name	Party	Room	Phone
41	Holden, Chris R.	D	5119	(916) 319-2041
42	Nestande, Brian	R	4139	(916) 319-2042
43	Gatto, Mike	D	2114	(916) 319-2043
44	Gorell, Jeff	R	6031	(916) 319-2044
45	Vacant, AD45			
46	Nazarian, Adrin	D	4015	(916) 319-2046
47	Brown, Cheryl R.	D	2196	(916) 319-2047
48	Hernández, Rodger	D	4146	(916) 319-2048
49	Chan, Ed	D	6011	(916) 319-2049
50	Bloom, Richard	D	2179	(916) 319-2050
51	Gomez, Jimmy	D	2176	(916) 319-2051
52	Vacant, AD52			
53	Pérez, John A.	D	2190	(916) 319-2053
54	Mitchell, Holly	D	2163	(916) 319-2054
55	Hagman, Curt	R	4130	(916) 319-2055
56	Pérez, Manuel V.	D	4112	(916) 319-2056
57	Calderon, Ian C.	D	5150	(916) 319-2057
58	Garcia, Cristina	D	5164	(916) 319-2058
59	Jones-Sawyer, Sr., Reginald B.	D	4164	(916) 319-2059
60	Linder, Eric	R	2016	(916) 319-2060
61	Medina, Jose	D	5135	(916) 319-2061
62	Bradford, Steven	D	5136	(916) 319-2062
63	Rendon, Anthony	D	2136	(916) 319-2063
64	Hall, III, Isadore	D	3123	(916) 319-2064
65	Quirk-Silva, Sharon	D	5175	(916) 319-2065
66	Muratsuchi, Al	D	4147	(916) 319-2066
67	Melendez, Melissa A.	R	4009	(916) 319-2067
68	Wagner, Donald P.	R	2158	(916) 319-2068
69	Daly, Tom	D	2160	(916) 319-2069
70	Lowenthal, Bonnie	D	3152	(916) 319-2070
71	Jones, Brian W.	R	3141	(916) 319-2071
72	Allen, Travis	R	5126	(916) 319-2072
73	Harkey, Diane L.	R	6027	(916) 319-2073
74	Mansoor, Allan R.	R	4177	(916) 319-2074
75	Waldron, Marie	R	5128	(916) 319-2075
76	Chávez, Rocky J.	R	2170	(916) 319-2076
77	Maienschein, Brian	R	3098	(916) 319-2077
78	Atkins, Tori	D	3190	(916) 319-2078
79	Weber, Shirley N.	D	5158	(916) 319-2079
80	Gonzalez, Lorena	D	5144	(916) 319-2080

This material was produced by the California Department of Public Health's *Nutrition Education and Obesity Prevention Branch* with funding from the United States Department of Agriculture Supplemental Nutrition Assistance Program, known in California as CalFresh (formerly Food Stamps). These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious foods for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit [ww.cachampionsforchange.net](http://ww.cachampionsforchange.net).

